

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXV, No. 13 NEW YORK, DECEMBER 27, 1923

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When is an inspiration?

LAST summer the Arcade Manufacturing Company, of Freeport, Ill., had an inspiration. They decided to add Andy Gump in his famous old boiler, 348, to their fine family of cast-iron toys.

The question was—how to get Andy before the trade quickly and get a line on how many to make for Christmas.

Then we had an inspiration. Two three-color broadsides featuring Andy Gump and other toys were made up, which Arcade sent to jobbers and dealers in toys and hardware and to automobile agents.

It was like dropping a match in an excelsior factory. . . . "We had no more than mailed the broadsides when inquiries for Andy Gump and other toys began to roll in. We were literally overwhelmed by them. One dealer wanted prices on a carload of Andy Gump cars. We are amazed at the volume orders dealers are placing with jobbers—and in some instances direct with us. This is the biggest year in toys we have ever had."

Fifty-five years of advertising experience have taught us to appraise correctly the true value of an inspiration.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



PROGRESS



THE last page in the farmer's year book is written—progress is recorded and a good measure of prosperity has been his share.

The best year since 1920.

The New Year bids fair to yield greater returns to the advertisers who cultivate this market *intensively*.

**ONE ORDER
COMBINATION RATE
ONE PLATE**

**"DISPLAY YOUR GOODS IN
THIS NATIONAL SHOW-
WINDOW BEFORE 2,000,000
FARM FAMILIES."**

Standard Farm Papers

"A National Medium with the Strength of Ten"

Include The Farmer's Wife, a National Magazine for Farm Women. The buying guide in over 750,000 farm homes.

Harrison 7936
STANDARD FARM PAPERS, INC.
Wallace C. Richardson, Gen. Mgr.
Transportation Bldg.
Chicago, Ill.

Madison Sq. 6858
WALLACE C. RICHARDSON, INC.
95 Madison Avenue
New York City

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXV

NEW YORK, DECEMBER 27, 1923

No. 13

Putting the Spirit of 1924 into the Product of 1889

Ways and Means of Keeping a Business Perennially Young

By Ray Giles

A GENTLEMAN who is a director in several businesses of different types remarked the other day that of all business problems one seemed to him the most perplexing. It was the question when to change a product and when to stand pat. "On the one hand," he said, "the public is constantly demanding new frills, and on the other it is sometimes actually afraid of them."

He illustrated the point by quoting the experience of one of the leading automobile manufacturers. This company has for at least ten years led the group in its price class. Several years ago, after many careful trials, the engineering department developed a radical innovation in design which promised new flexibility in the operation of the car. The change was incorporated into several test cars which were sent out to be driven over all sorts of roads. The improvement in design proved to be all that the engineers had hoped. When the new year's models were announced the innovation was featured. Crowds flocked to see the car. Requests for demonstrations increased. People expressed appreciation over the new ease in driving.

But, curiously enough, the sales fell off. The reason was not hard to find. Too many people were "waiting to see how the change would work out." They proposed to hold off at least a year, saying

that it would take at least that long to uncover any flaws which might exist in the new mechanism. Old customers even bought competitive cars with the idea of returning later to the car with new features. In short, the manufacturer, instead of winning new laurel wreaths, began to see the old ones wilt.

The innovation was withdrawn. Sales resumed their former leadership proportions. "Which illustrates," said the director, "that while the public constantly demands new things, the changes must usually come in gradual steps. Four-wheel brakes illustrate the kind of change the public readily responds to. The average man thinks: 'That sounds all right. It simply means that I will get four brakes instead of two. And the problems of brake-design were all settled years ago.'"

During 1924 innovations will be made in products and marketing plans. The public will demand, as usual, that they be "up to date." The merely "new" will continue to challenge interest. The "old" will, as heretofore, stand in danger of losing ground.

In his efforts to spread Christianity, Paul commented on the fact that the "Athenians and strangers" were constantly discussing the newest things rather than being willing to listen to a proposition on the basis of its

value alone. Human nature hasn't changed very radically.

Whether a manufacturing plant opened its doors in 1780, 1814, 1859, 1889 or 1923 doesn't matter much. Competitors are constantly springing up. The newcomer in a field can always count on public interest—more so than the manufacturer who has been playing Old Dog Tray for many years.

But two things Old Dog Tray can do—get an attractive new collar and even learn a new trick or two just to disprove the old saying.

"Our chief opportunity of appearing lively and interesting lies in our advertising," says one manufacturer. "We can't get a new factory every year. We can't change our trade-mark. We can't radically change our product, nor replace faithful old employees with new help. But we do find that changes in the technique of our advertising serve to create in the public mind the idea that we are still growing and are quite as active as any other house in our line."

This particular company manufactures a product which has offered few chances for change in design. It is, in short, the type of product which is most commonly in danger of becoming a moss-gatherer. "For this reason," explains the manufacturer, "we deliberately aim to keep the spirit of youth in all our advertising. We never permit pictures of people over forty years of age to find their way into our copy. We hold the older portion of the market pretty well. What we are after is the person who, during 1924, will arrive at the age and purchasing power which will make him a potential customer.

"We have always favored the use of testimonials from young people, particularly if the personages are in any way prominent. This is one way in which 'youth calls to youth' in our advertisements. During 1924 certain new names will flash across the horizon of public affairs—new actors, new athletes, new singers, new politicians, new authorities on various subjects. We will, as in former

years, aim particularly to get an endorsement of our goods from such people."

And that is one way of putting the spirit of 1924 into the old-time favorite.

This same principle has injected the spirit of each year into the advertising of Victor, Columbia and Brunswick. New stars and new types of music have kept these phonographs up to the minute. Mechanical refinements and improvements in cabinet work have played their part, and to the application of that influence to other merchandise we will return later.

MODERNISM IN ILLUSTRATIVE MATERIAL

An old-time textile is regaining the lost volume of its youth through grafting the ultra-modern note onto its advertising. Formerly the advertising pictured only the fabric most of the time, with an occasional general illustration of genteel and rather conservative ladies clad in genteel and conservative garments. During the last eighteen months the advertiser has pictured only the most advanced styles of clothing adorning super-flappers. Wild styles, wild girls, wild art work. Styles that only the minority could possibly wear; girls that only the minority could emulate; art work that could only come from the pen of one of Honest John Hyman's "art artists." But the wild advertising is paying, and that consoles the gray-haired executives when they open the latest magazines and get a shock at seeing how jazzy their business look in print.

This principle may be applied to almost any product. New authorities are constantly cropping up in the field of domestic science. One manufacturer of a prominent food specialty aims to secure from these women recipes which include the use of his product.

This use of a flow of new recipes through an advertising campaign on a food serves to supply the spirit of the current year. Up-to-date recipes keep



Moving the Style Center Westward

"YES, I know that national advertising pays — for 'the big fellows'. But my output is limited. Wouldn't the amount of advertising that I could afford to do be lost?"

When a prospective advertiser lays his problem before us in this way, we frequently refer him to The Simon Millinery Company, designers of *Meadowbrook California Sport Hats*.

The history of the Meadowbrook campaign of the past two years is one of most gratifying accomplishment at a remarkably small advertising expense.

Concrete results include:

- (1) Increased distribution (including dealers in hundreds of towns not even covered by salesmen);
- (2) The elimination of dull selling months (due to earlier buying);
- (3) A more general tendency upon the part of the trade to order "the Meadowbrook line" — instead of picking special numbers; and,
- (4) Several notable instances where leading department stores, which had formerly handled Meadowbrook under their own name, requested Meadowbrook labels. *Truth well told!*

THE H. K. McCANN COMPANY
Advertising

NEW YORK

CLEVELAND

DENVER

SAN FRANCISCO

LOS ANGELES

TORONTO

MONTREAL

the product equally up to date.

Again, new recipes in reality feature new uses for a product. And the constant discovery of new uses, when featured in advertising, serves to convey the idea that the product is keeping step with the times. One example is the advertising of 3-in-1 Oil. An old product now, is 3-in-1, but apparently it is as young and lively as ever. Invent a new mechanism for the home, get it successfully on the market, and you will probably find it mentioned in 3-in-1 advertising as one of the dinguses which should be regularly lubricated with that oil.

The manufacturer in a field of changing styles has the problem of securing 1924 atmosphere automatically solved for him. The season's latest fashions make the whole business new so far as the public is concerned and refresh the customer's interest all over again.

It will be no problem at all for Hart Schaffner & Marx and Cluett Peabody to get the spirit of 1924 into their stable old businesses. New models will solve the problem.

The style element is one which seems to be spreading out wider than ever. Nearly everything that goes into the home shows some sort of a style influence. While mechanical refinements have gone on in the automobile business, it is probably the changes in body design which have most strikingly emphasized each year's models in the eyes of the public.

Similar style changes are possible even in refrigerators, stoves, and pepper-shakers. Some day, perhaps, an ingenious soul will find the way to create a new and desirable style in granulated sugar or mustard!

During the last five years some of the oldest manufacturers have learned that their old-time products could be modernized in the public eye by the redesigning of new wrappers or containers, replacing the art of 1899 with that of today. Aunt Jemima's Pancake Flour was one well-known product to go through such a

change. The American Chicle Company put the wrappers of a whole group of chewing gums through a similar process. These two cases are mentioned to reassure the old-timer who may have a trade-mark consisting of a lady with balloon sleeves, or perhaps a gentleman with side-burns whipping up fleet horses while a pug dog pants madly at the rear. The old idea was that changing even such a trade-mark might be extremely risky. The conviction today is that letting the old design live on may be even more dangerous.

One manufacturer of a toilet preparation was hard to convince. His product has enjoyed a fine business for nearly twenty years. But in 1918 it began to lag. Finally he consented to market exactly the same product in an ultra-modern container and under a different name. The two products have been advertised, using the same class of magazines and with appropriations of about the same size, but the company signature has been different. The newcomer is so rapidly catching up to the old-timer that the father of both feels now that the day may come when the product of 1889 may well give way to its twin sister whose garments of 1924 seem to make her more appealing to the average customer of today.

Another manufacturer whose popular-priced product had been before the public for over thirty years decided to change size and price. The new goods were then cautiously introduced into two test cities before marketing them in a national way. In one city the new product had a slightly different name—consisting of the old name preceded by an adjective which suggested even better manufacture. The change in product was entirely acceptable in the city where the name remained unchanged but no great improvement was noticed in sales. In the city where the change in name also went into effect there was a decided increase in sales. This shows again that people want a

(Continued on page 138)

Dec. 27, 1923

PRINTERS' INK

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The February 1924 issue of
NEEDLECRAFT MAGAZINE
will contain more advertising than
any single issue has carried since it
was established.

Old advertisers who know its
unusual value, and new ones who
have been convinced of it, are
responsible for this record.

A complete, but not tiring analysis
of NEEDLECRAFT'S circulation
of more than 1,000,000 is ready.
Send for it.

// Robert B. Johnston
Advertising Manager
New York



Member A. B. C.

JAMES A. ROBERTSON
Western Manager
Chicago

DORR & CORBETT
New England Representatives
Boston

Walk-Over Enhances Dealers' Prestige by Uncommercial Advertising

A Plan That Has a Twofold Advantage for This Company's Dealers

By Henry Burwen

IS it necessary that the dealer helps issued by a manufacturer stick strictly to the point of displaying or advertising merchandise? Is it not possible that there are other angles of appeal which are equally effective? What, for instance, is the purpose of a window display? It is, one might answer, to sell merchandise. But its purpose is also to attract attention to the store as a whole and in various ways the nature of the window display may tend to enhance the prestige of the store, thus bringing benefits in a larger way.

The Geo. E. Keith Company, maker of Walk-Over shoes, in accordance with that view, is working upon a dealer help plan that is, it might be said, strictly uncommercial. Furthermore it is persuading its dealers to take up this uncommercial form of advertising and showing them how, by performing a service to the community, they are building prestige and generating goodwill. It is a plan the company has been working on for three years and which it has recently announced.

The idea is built around a series of paintings of great Americans—some thirty or more—which have been reproduced on cards 10¾ x 13 inches. These constitute what is called "The Gallery of the Immortals"—great Americans from a number of fields of endeavor, but most of them, like Washington, Lincoln, Roosevelt, and Webster, carrying a strong patriotic flavor. Each painting bears a significant quotation from the subject's utterances.

Primarily the series is to serve as a theme for window display. Changed from week to week, the

portraits provide a method of attracting regular attention to the dealer's window. Once the series is well under way there will be an element of expectancy as to who is next, which will make the feature especially valuable.

In addition, however, a general plan of action has been drawn up around the idea, by which Walk-Over agents are to be the means of selling patriotism to the country as well as merchandise.

STATING THE PURPOSE

In the dealer broadside, under the heading "Selling more than merchandise as a sound business move" the manufacturers of Walk-Over shoes have this to say, in description of the purpose of the campaign and the methods for dealers to employ:

"No great imagination is necessary on your part to see that more than merchandise can and should be 'sold' in every retail store, if it hopes to step to the forefront in its community. Thus, a dealer is in a position to 'sell' patriotism, loyalty to country, respect for his own local institution, and a strong human bond between customer and store. Elsewhere we offer suggestions as to how you can successfully use the Walk-Over Portrait Cards to achieve these objectives. Your city will admire you for your personal activities in widening the scope of the idea. Patriotism is a quality admired by all. Its appeal is deep-rooted and universal.

"Supply schools, clubs, patriotic organizations, civic enterprises and individuals with the cards. Encourage their use. They constitute a very practical portrait gallery of American zeal, courage,

The thirteen original states numbered four millions of people, about twice the present population of Brooklyn.

Consider your concentrated market here today.

What have you to say at the firesides of 80,000 Standard Union families?

A. G. R. Hutchinson
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

indomitable will. No such display series was ever attempted before. Here is an opportunity for your store to echo the immortal sayings of immortal men and women and for you to spread the ideals of Americanism broadcast throughout your city.

"In doing so you are very certain to win respect for yourself, for your business, for the methods which have made your store an asset."

The portrait cards are quite uncommercial in their aspect. The only feature identifying them with Walk-Over is a little inconspicuous trade-mark.

For general distribution there is, in addition to the large-size cards, a series of postcard reproductions. Suggestion is made that dealers distribute these generally. Letters to mothers may suggest them as a means of education for the children.

Electros are provided for local newspaper advertisements on the part of dealers offering to supply the reproductions on request. Separate cuts reproducing the paintings in pen and ink are also made available to dealers for special advertising, such as for the birthdays of Washington and Lincoln.

The broadside mailing brought an immediate response from a large number of Walker-Over dealers. Some were so enthusiastic over the idea that they offered to share in the production expense.

The plan appeals in different ways—to most as patriotic, but to many as educational also.

In many communities schools and organizations are being supplied by dealers with both portrait cards and the smaller reproductions in postcard size. Many requests are being received for the portraits of Lincoln, Washington and Roosevelt.

Around many of the cards exceptional window displays are being built. The John Howard Payne card, for instance, was featured in connection with the centennial of "Home, Sweet Home," and many novel window trims were shown by dealers

built around old homestead scenes.

The whole plan, it might be said, has two purposes: first, to provide a central advertising and display theme for anniversaries and other special occasions; second, to enable the dealer to enlarge his own prestige by providing an uncommercial form of service to the community.

Parker Pen 1924 Advertising Plans

The Parker Pen Company, Janesville, Wis., will spend three-quarters of a million dollars in advertising its line of fountain pens in 1924, Kenneth S. Parker, advertising manager of the company, tells PRINTERS' INK. The company's plans call for the use of newspaper, magazine and window display advertising.

The Parker company has just issued a revised edition of "Applied Advertising and Marketing" describing the advertising of the Parker Duofold pen for school and university use. This has been used as an advertising text in over a hundred schools since its publication last spring.

Postum Cereal Agency Appointments

The Postum Cereal Company, Inc., New York, beginning January 15th, will place its advertising through the following agencies.

The J. Walter Thompson Company will direct the advertising of Grape-Nuts and one other product as yet unannounced. The H. K. McCann Company will handle the advertising of Post Toasties and Post's Bran Flakes, and Young & Rubican, Philadelphia, will direct the advertising of Postum Cereal and Instant Postum.

Raisin Growers Form New Sales Association

A new marketing organization to be called the Sunland Sales Association was authorized at a meeting of the board of directors of the Sun-Maid Raisin Growers Association at Fresno, Cal., December 21. It will be organized as a co-operative association under Federal and State laws and will take over the functions of the existing merchandising division of the Sun-Maid association. The new organization will be controlled by the California Co-operative Association.

Richard Barrett to Join Vancouver "World"

Richard Barrett, national advertising manager of the Seattle, Wash., *Post-Intelligencer*, has resigned to join the Vancouver, B. C., *World* as assistant business manager on January 1. He was formerly with the Strang & Prosser Advertising Agency and George Church, Inc., advertising agency, both of Seattle.



Making a Home

To a large number of people making a home is the main purpose in life. Success in business, society and education is sought that it may add its part to the making of these homes.

¶ The Youth's Companion through its editorial columns is always trying to furnish information and entertainment that will help in making the home. Letters from subscribers constantly testify to its help.

¶ The Youth's Companion in its advertising columns is also trying to suggest the best of material things that contribute to the pleasure and comfort of these homes. Our subscribers respond also to these suggestions.

The Youth's Companion

FOR ALL THE FAMILY

Boston

New York

Chicago

Sales Estimates and Advertising Plans Hand in Hand for 1924

Industrial Advertisers in Middle West Preparing for 20 Per Cent More Business in 1924 Than in Year Just Closing, According to Reports Made to Engineering Advertisers Association

BUSINESS in 1924 will be as good as or better than it was during 1923 in the opinion of over 90 per cent of the Middle Western manufacturers and advertisers in the industrial field. This forecast was presented by J. R. Hopkins, advertising manager of the Chicago Belting Company, and Ezra Clark, advertising manager of the Clark Tractor Company, at the December meeting of the Engineering Advertisers Association at Chicago.

It is based on the replies received to a questionnaire sent by the association to its active members, most of the large industrial houses in and around Chicago.

Only three questions concerning sales and advertising were asked in the questionnaire. These were:

- (1.) What per cent of your 1923 sales does your company expect for 1924?
- (2.) What part of this 1924 estimate of sales will come in the first six months?
- (3.) What per cent of your 1923 advertising appropriation do you expect for 1924?

The average volume of business expected for next year amounted to 120.3 per cent of the 1923 volume. Seventy per cent of the companies replying expected increases of from 9 to 100 per cent over their volume for the present year. There was no marked expectation that the first six months of 1924 would hold any special sales advantage over the last half of the year.

In answering the questions relating to the size of 1924 advertising appropriations, manufacturers indicated that in the industrial field, at least, advertising appropriations would march right along with increased sales. The average,

taken from all replies received, shows an increase of 22.9 per cent over 1923 appropriations, which is within 1.9 per cent of the expected increase in sales. Nine of the companies reporting expect to increase their sales without increasing their advertising in proportion, as shown in the following table:

Increase in Sales Expected	Increase in Advertising Appropriation
20 to 30%.....	Slight
15%.....	10%
25%.....	20%
43%.....	30%
50%.....	20%
100%.....	75%
200%.....	100%

Seven manufacturers plan to increase their advertising expenditures without a corresponding rate of sales increase. The figures reported are:

Increase in Sales Expected	Increase in Advertising Appropriation
9.3%.....	44%
Slight.....	25%
25%.....	50%
25%.....	100%
40%.....	200%
None.....	25%
None.....	10%

Only two companies reporting look for smaller advertising appropriations next year than in 1923. One of these said that the decrease was because its 1923 advertising had been unusually successful and that the cut for 1924 was to allow the sales department to follow up inquiries which the company had accumulated.

McRae Buys "Hendricks Commercial Register"

"Hendricks Commercial Register," New York, has been sold by its owner, the Kelly Publishing Company, of London, England, to McRae's Blue Book Company, Chicago; publisher of McRae's Blue Book. This change of ownership becomes effective January 1.

There will be no consolidation of the two books, which will be continued in their present form.

American Druggists Account for Sterling-McMillan-Nash

The American Druggists Syndicate, Long Island City, N. Y., has appointed Sterling-McMillan-Nash, Inc., New York advertising agency, to direct its account, effective January 1. A campaign in newspapers and magazines is planned.

Continuous Leadership

Is not a matter of Luck

Any commodity, be it an automobile, accessory or advertising medium, which leads the field for a Season MAY be good. To lead consistently, year after year, it MUST BE GOOD.

Over a period of years the Buffalo TIMES has annually carried the greatest volume of Auto and Accessory advertising placed in Buffalo newspapers. The Buffalo Sunday TIMES leads the Sunday field and the Evening and Sunday TIMES far surpasses any other six or seven day newspaper. Such leadership is not LUCK—it must be EARNED.

*Annual Auto Show Issue,
January 13, 1924.*

Over
95,000
Evening

BUFFALO TIMES

Over
100,000
Sunday

NORMAN E. MACK, *Editor and Publisher*

National Representatives

New York
Detroit

VERREE & CONKLIN, Inc.

Chicago
San Francisco

Seek Open Minds for Your "Fair Report"

"Sport, which still keeps the flag of idealism flying," says John Galsworthy, "is perhaps the most saving grace in the world at this moment, with its spirit of rules kept, and regard for the adversary

"If the press, as a whole, never diverged from a fair report; if it refused to give unmeasured service to party or patriotic passion; if it played the game as Sport plays it, what a clearance of the air!"

• **T**HAT is significant to Collier's readers on two counts:

First, because Collier's ranks sport high among its regular features, having always held that a wider grasp of sportsmanship will serve greatly toward building a better-ordered nation. (Walter Camp, on his page this week, tells of the coming high adventure of the 300 men and women who will represent America in the international Olympic Games.)

Second, because Collier's is striving always for "fair report," never partisan, never prejudiced. Our prohibition contest is the present striking example of that—over 22,000 letters have come in and every shade of opinion is represented because our readers know that our purpose always is to clear the air, and that our columns are open to facts and discussion on all sides of any great question.

And that purpose is significant to the national advertiser because it attracts the eager attention of men and women who think for themselves; who win respect for their opinions because they have the facts to support them. You can find no more responsive audience for the "fair report" of your merchandise than the readers of Collier's.

Collier's

THE NATIONAL WEEKLY

in more than a million homes

The Crowell Publishing Company

381 Fourth Avenue,
New York, N. Y.

Essentials of Successful Advertising

**"Reader interest" is one thing;
"Reader confidence" is another thing.**

The *first* may bring extensive circulation, but the *second* is essential to make that circulation *effective* from the advertiser's standpoint.

Its approximately 400,000 circulation—about 1,200,000 daily readers—94 per cent concentrated in Chicago and its suburbs, proves that The Chicago Daily News has "*reader interest*."

Its year-in and year-out leadership in advertising among Chicago Daily newspapers proves that it has circulation effectiveness from the standpoint of advertisers—*reader confidence* translated into buying action.

In a word, all the essentials of successful advertising that can exist in one medium, are found in

THE CHICAGO DAILY NEWS
First in Chicago

A Test Case on Government Interference in Business

Supreme Court to Decide If Government Has Right to Require Reports on Price Trends from Industries

By John F. Richter

HOW much meddling the Government may do in private business is a question that has been before the courts a hundred times or more in as many different forms.

The same question in a new form now is before the U. S. Supreme Court for answer. This time the question involves the right of a Federal agency to require periodical reports from basic industries, disclosing data that govern the trend of prices. Whether the Government is clothed with power to require such information is disputed. Again it is claimed that this "meddling" with industry is outside the Government's sphere.

The case submitting the principle to the highest court for further interpretation is that of the Federal Trade Commission against the Claire Furnace Company and twenty-one other steel and coal companies. It grew out of the period of high prices in 1919, when Congress, alarmed at the mounting trend of living costs, directed the Commission to inquire into and publish the facts respecting production, prices, and costs of certain basic commodities. The motive of Congress was to acquaint the country at large, the prosecuting arm of the Government and the industries themselves, as well as for its own information, with the causes for the prevailing scale of prices.

Opposition was encountered by the Commission at the outset, when the industries producing the first two commodities to be investigated, coal and steel, refused to meet the Commission's request for information and enjoined further attempts in the general price inquiry. The lower courts held against the Commission, denying it the power to require

the information on the ground that neither Congress nor the Government had authority over manufacturing operations. The Government has carried the question to the United States Supreme Court as its final hope for sanction of its authority.

INTERPRETATION OF THE LAW IS SOUGHT

The pending case is a part of the long-standing controversy over the proper interpretation of the Federal trade laws, seeking an exact definition of the relation of government to business. Both sides have their conception of the proper application of the laws. Application of the statutes as proposed by the Government would hamper business operations in a way not intended by Congress, industry says. To permit the continuance of particular business practices would be to disregard those laws, the Government says. So it has been for the Court to determine each phase of the question one by one in test cases.

Several recent cases dealing with the propriety of various trade practices, and decided by the Court one way or the other, are responsible for the asserted power of the Government to require current information of private industries, involved in the pending case. Directly, the Government's case against the steel and coal companies is based on the Court's opinion in the case against the American Column & Lumber Company holding the "Open Competition Plan" to be unlawful for its effect in limiting production of manufactured lumber to enhance prices. Consequently, should the Commission discover in its latest inquiry high prices and large profits in the face of idle or restricted productive capacity, prose-

cution for violation of the anti-trust laws probably would have resulted. Under the decision in the Beech-Nut case, the information would have disclosed whether agreements to fix prices were being made or that agreements to restrict competition or output were in effect.

The question that must be answered by the Court is whether the Federal trade laws authorize the Government to ascertain the facts respecting the organization, conduct, management, and business of corporations engaged in interstate commerce. The facts would be gathered either by investigation or by requiring periodical reports.

It is claimed by the Government that the information called for is necessary to determine whether the normal relation of supply to demand in interstate commerce is being disturbed by artificial devices, and that the subject-matter of the inquiry is proper for legislation by the Federal Government. Private industry, on the other hand, denies this power is vested in the Government. It is for the Court to decide, and its answer probably will be forthcoming within the next few weeks.

Spring Newspaper Campaign for Niagara Wall Paper

The Niagara Wall Paper Company, Niagara Falls, N. Y., will use more than one hundred newspapers covering its chief distributing centres starting in April. The campaign will feature medium-priced wall paper. The Moss-Chase Company, Inc., Buffalo advertising agency, will direct the campaign.

Lee Tire & Rubber Account with Doremus

The Lee Tire & Rubber Company of New York, Inc., has placed its advertising account with Doremus & Company, New York advertising agency. A newspaper campaign on Lee DeLuxe and puncture proof tires will be started in April.

Marvee Lake to Join Lord & Thomas

Marvee Lake, who has been manager of the Philadelphia and Southern territory of *Cosmopolitan*, New York, has resigned, effective January 1. On that date he will join the New York office of Lord & Thomas.

C. H. K. Curtis Buys New York "Evening Post"

Cyrus H. K. Curtis, president of The Curtis Publishing Company, Philadelphia, has bought the New York *Evening Post*. Ownership of the publication will be transferred to Mr. Curtis on January 1 by the Evening Post, Inc., a syndicate of thirty-one stockholders headed by Edwin F. Gay, president. This syndicate was formed to take over the stock of the corporation from Thomas W. Lamont, a partner in J. P. Morgan & Company, who retained the bonds of the corporation. Mr. Curtis has acquired both the outstanding stock and bonds and becomes sole owner of the *Evening Post*. The *Evening Post* was established as a Federalist publication by William Coleman in 1801. Since then it has changed ownership several times. It passed early into the hands of Henry Villard and remained in the control of the Villard family until 1918 when Oswald Garrison Villard sold the newspaper to Mr. Lamont.

Mr. Curtis also owns *The Saturday Evening Post*, *The Ladies' Home Journal*, *The Country Gentleman* and the *Philadelphia Public Ledger*.

John H. Fahey, publisher of the *Evening Post* will withdraw from that position as soon as convenient to the new management and will devote himself more closely to his own newspapers, the *Worcester, Mass., Evening Post* and the *Manchester, N. H., Mirror*.

Charges Improper Reference to Government in Advertising

The Waterproof Paint & Varnish Company, of Watertown, Mass., is cited in a complaint issued by the Federal Trade Commission charging unfair methods of competition.

The concern, the complaint recites, manufactured and sold a paint under the name of "Government Waterproof Paint," such legend being on labels bearing a picture of the capitol of the United States. The complaint alleges that the company is in no way connected with the United States Government, and that the paint so labeled is not made for or according to any formula or specification of the Government. Such misleading branding deceives the purchasing public, the complaint continues, and is unfair to competitors.

Advertising Club to Award Annual Scholarship

A student scholarship at the University of Oregon is to be awarded annually by the Portland, Ore., Advertising Club. The award which will amount to \$150 will be known as the Advertising Club of Portland Scholarship. Committees from the club and the university have been appointed to confer with each other on plans and regulations of the award. James A. Ormandy is chairman of the club committee and Professor W. F. G. Thacher, chairman of the university committee.

Choose Unusual Words in Writing Sales Letters

Head of Correspondence Department Tells His System to Make Letters More Interesting

By Ralph Crothers

THERE is a local agency for two makes of nationally known automobiles which has been successful in securing good leads for sales by a series of letters. Every letter sent to prospective buyers is designed to get an appointment for a salesman. The series has been remarkably successful in its object. Yet there is nothing particularly unusual about any of the letters to the casual observer. They talk the prospect's language, and offer the car to meet his needs and desires. They are full of information well told, instead of argument. But the head of the correspondence department, as the young man is called who has the letters in charge, has a system which he considers a discovery. He has found out the sort of words to leave out and believes his principle can be applied to sales letters written in any line of industry. This man, an ex-football player, has a rather picturesque method of describing his "off-word system," as he calls it.

"Our letters are not so good," he said. "They wouldn't rank well in a college class in English, and I wouldn't care to have them reproduced. But I think there's a crazy idea in them that will work in any business. I say 'crazy' idea because I mean just that.

"Six years ago I played quarterback on a certain college football team. We had been beaten twice early in the season. On our big game of the year we were up against a team that had it on us every way. Their scouts knew all our plays as well as we did. In the last week before the big game we had some secret practice and worked up a couple of new plays. On the morning of the game our coach told us our only chance to win was to go out and play 'crazy'

football from the first whistle. We would be beaten in orthodox football.

"We broke rules from the start. On the first play after the kick-off, a cross-the-field lateral pass, combined with a long forward pass, put us in position to score. We won by a score of 10 to 3 by avoiding every orthodox plan, by leaving out the stuff the other side had been led to expect, and substituting something else.

"That's exactly my system in sales letters. If we have a letter going out about our engine there are several words and phrases I won't use."

ON THE BLACKLIST

He pulled a red card out of his file and read the following: "Power, efficiency, economical performance, noiseless operation, long service, revolutionary improvement, dependability, supremacy, quick acceleration, satisfactory service, extra refinements, distinguishing features, longer life."

"These are a few words and phrases on my engine card that I lay off," he said, "and that the other men are not to use in their personal correspondence. They are all good English words, but they are overdone. The scouts know them. They are being used. They are the 'thing.' So they are expected. They may pull finely in advertising copy. I don't know. I do know that automobile buyers are used to them. I have to grab off their interest right away, and I have to do it by 'crazy' or unorthodox words and phrases.

"How do I get my substitute words? By talking to owners at the country club and on the links, by talking to chauffeurs and taxi drivers at the station."

Then he read me this from a

form letter he was just writing:

There's Dr. Bowen again in his old bus. He feeds her oil and gas and water and that's about all. Every 500 miles he comes in and lets us drain the crank case and go over her for rattles and squeaks. But she gets him there and back. You know Doc Bowen has to go over the second mountain about once a day on an average. Gone 32,000 miles now and good for 100,000 if he don't trade her in. Runs smooth, too. Doesn't wake the littlest baby up as he comes down the driveway at 2 a.m. when Mary has the croup.

"Now," said the head correspondent, "that's a rotten letter. She and it and her are all mixed up. But my list knows Doc Bowen and his bus. They know when he bought his boat. Doc told me I could mention his name. I'll finish up the letter with a little real information in the other fellow's language about oiling and pep on the hills around here and I'll get a few appointments for our salesmen out of it.

"I'll leave the other words for the advertising. They're okay, but I've got to lay off them. I've got to hit my list of names in their pocket on one of our cars and on their pride in the higher-priced job we handle. Now, on bodies, here's my lay-off list. Can't use 'em.

"Sweeping lines, artistic excellence, utmost value, companionable seating arrangement, extreme riding comfort, striking beauty, completely equipped, last word in comfort, attractive lines, roomy sedan, utmost in comfort, and ten or twelve more.

"I'll talk about the long-legged cousin from Duluth or what the wife says when you crawl over her new evening gown on the way to the dance, and that stuff, but as some of the copy writers would say, I 'eschew the general terms in a manner which may well be characterized as revolutionary.'

"So that's that in my line. Same way in other lines. Seems to me if I were writing letters on a food product to dealers or eaters, I'd lay off delicious, nourishing, palatable-tickling, delightful, discriminating, superlative goodness, deliciously prepared, delectable, tempting taste, charming, satisfies the palate.

and that kind of words. They're good for some purposes. It's hard to dodge 'em.

"But letters, I think, are different from other advertising. Here's the difference as I see it. People read advertisements subconsciously. It isn't good dope to startle them with words they're not used to. It would make them conscious of the advertisement. Folks don't remember they read the advertisement. It slips into their mind kind of painlessly. The advertisement must be dignified and usual. It perhaps must contain the old reliable words. A sales letter is different. You've got to grab your prospect's interest in the first paragraph. You've got to appeal quickly to his pocketbook or his pride. He reads an advertisement. He gets a letter. There's a big difference there.

"Dig out the words the advertising men don't use and use them in the letter. That's my system."

Plans Larger Campaign on Non-Alcoholic Liqueur

The L. E. Jung & Wulf Company, Inc., New Orleans, manufacturer of non-alcoholic cocktails, cordials, syrups, and Peychaud bitters, will advertise on a broader scale after the first of the new year. Newspaper advertising is used at present in various sections of the country where distribution has been secured, principally in the larger cities of the Southern States.

The company in its development of a non-alcoholic syrup business considers it has made a good readjustment. The advertising of the company is directed by the George W. Reese Advertising Agency, Inc., New Orleans.

Forms El Dorado Advertising Business

Guy C. Core has formed an advertising business under the name of Guy C. Core, Incorporated, at El Dorado, Ark. Mr. Core was formerly advertising manager of the Sparks-Withington Company, Jackson, Mich.; the Springfield Body Company, Detroit, and also of the Briscoe Motor Corporation, of Jackson, Mich.

Newspaper Campaign for Lazell Toilet Preparations

W. H. Dunn, Ltd., Montreal, is using Canadian newspapers in an advertising campaign on Lazell toilet preparations. This advertising is being directed by the Desbarats Advertising Agency, Ltd., Montreal.



Radio Business is Good in Philadelphia!

With over 400,000 individual homes, Philadelphia is well adapted to the use of radio, which makes it one of the most responsive markets in the United States.

The Bulletin features radio every day.

Six days a week The Bulletin carries more radio advertising than all other Philadelphia newspapers combined seven days a week. For the first nine months of this year The Bulletin has carried over 175,000 agate lines of radio advertising.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER

U. S. Post Office Report of net paid circulation for six months ending September 30, 1923—503,368

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

NEW YORK

814 Park-Lexington
Building
(46th & Park Ave.)

DETROIT

C. L. Weaver
Verree & Conklin, Inc. 117 Lafayette Blvd.

LONDON

Mortimer Bryans
125 Pall Mall, S. W. 1

CHICAGO

Verree & Conklin, Inc.
28 East Jackson
Boulevard

SAN FRANCISCO

Harry J. Wittschen
Verree & Conklin, Inc. 681 Market St.

PARIS

Ray A. Washburn
5 rue Lamartine (9)

(Copyright 1923—Bulletin Company)

In Oklahoma there is one Farm Paper

—and only one that is distinctly an Oklahoma institution. The Oklahoma Farmer-Stockman is owned, edited and published within the boundaries of Oklahoma.

With the inspiring gospel of "*Honest Service to Farm Folks*" to guide them, Carl Williams and his staff of expert agricultural editors have brought The Oklahoma Farmer-Stockman to its present leadership in "The Miracle State."

How well they have performed and are performing their tasks can be judged best by the fact that 100,715 progressive Oklahoma farmers look to The Oklahoma Farmer-Stockman twice monthly for advice on every phase of agriculture, livestock and home life. It is the educator, friend and adviser in more than half the farm homes in Oklahoma.

Nor does the fundamental policy of honest service to farm folks, which has lifted The Oklahoma Farmer-Stockman to a dominant position, extend only to its editorial columns. Proud of its supremacy, it protects the com-

confidence of its readers by subjecting every advertisement to the closest investigation. Questionable advertising is rejected. The Oklahoma Farmer-Stockman guarantees unqualified satisfaction to its readers in all their dealings with its advertisers!

What does this mean? Just this: That advertisements in The Oklahoma Farmer-Stockman are read and *believed*; that merchandise advertised in its columns is most easily, quickly and profitably sold.

We shall be happy to explain, to all who are interested and request further details, just how to capitalize The Oklahoma Farmer-Stockman's gospel of "*Honest Service to Farm Folks.*"

THE OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS

Editor

Edgar T. Bell, Adv. Mgr.

Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.

THE OKLAHOMAN & TIMES—RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Atlanta San Francisco

CORRECTION: Our advertisement in PRINTERS' INK, November estimating the value of Oklahoma's 1923 crops incorrectly stated figures from the records of another year. The correct estimated value of all crops in Oklahoma for 1923 is \$298,000,000.



Dinner for 2275—

HERE is more evidence of The Milwaukee Journal's success in increasing co-operation between retailers and manufacturers. On December 11, The Journal dinner-dance held at the Milwaukee Auditorium was attended by 479 representative Milwaukee retail grocers, 458 of their clerks, and 285 manufacturers of food and allied products. Counting the ladies in escort, the assemblage numbered 2275 guests!

An impartial survey during 1923 shows that 98% of all retail grocers in Greater Milwaukee prefer to stock newspaper advertised products rather than magazine advertised products. 94% state that newspaper advertising creates more sales for them. Over 92% state emphatically that Journal advertising produces, in this market, greater results than any other newspaper, and 82% are regular Journal readers.

You can turn this great dealer influence to account by consistent advertising in the one newspaper offering thorough coverage of the Milwaukee-Wisconsin Market.

The Milwaukee Journal FIRST—by Merit

HARRY J. GRANT, Publisher R. A. TURNQUIST, Advertising Manager
O'MARA & ORMSBEE, Incorporated
National Representatives

NEW YORK

CHICAGO

SAN FRANCISCO

Coaching the Salesman Who Has a "Skull-and-Crossbones" List

Methods by Which Apparently "Dead" Prospects Can Be Brought to Life in the Face of Defeat

By W. H. Heath

THERE on the salesman's desk rested a somewhat startling document. Perhaps two dozen names, neatly written out, and opposite each, what might easily be taken for the crude delineation of a skull and crossbones.

"What's the idea?" inquired the sales manager of his young representative.

The other laughed. "Graveyard stuff," was the dry response. "Prospects that seemed good at one time but which belong in the dried herring category. I put a skull and crossbones opposite those names just to check 'em up as undesirables. It's a matter of self-protection. Every little while I'm tempted to drop in and see them, and it's just a waste of, time, patience and self-respect."

The sales manager sat down with his salesman and a stenographer was called in to take down the more important results of the conversation.

"Suppose," suggested the sales manager, "we run down that list, a name at a time. I never believe in giving up. There is more satisfaction in landing one of these hopeless cases than in traveling the easy road of the customer who is half sold before you ever visit him. Pride is at stake. Mind you, I'm not attempting to say that these dead-list prospects are worth bothering with, but I'd like nothing better than to hear your stories concerning them."

The sheet of paper was spread out and the first name read aloud by the sales manager.

"What about number one?" he inquired.

"No use," grumbled the salesman, "the big man there—the man who has all the say—will not even see me. I've sent in my card a couple of dozen times. And the

young lady in the outer office sized up the situation. One day she said to me: 'Mr. X. is furious every time you are announced. It's really a waste of your time to bother with him.' And those are my sentiments."

"But why should he assume this attitude?" the sales manager insisted.

"It dates back to what he looks upon as an over-charge. Something which took place perhaps a year or two ago. He told me all about it on the occasion of my first trip there. I made out a report and turned it in, but you folks seemed to feel that he was in the wrong and that no concessions could be allowed. Nothing seems to stick in a man's mind longer and rile him more than the belief that he has been over-charged. We're at a deadlock."

The following memorandum states what the salesman was told to do in this case, and it was a successful solution:

The customer is to be told that if a disputed bill means severance of connections and a breaking up of business friendship, then some concession is not only inevitable but the sole economical solution of the problem. Our line is needed by the customer and we greatly desire a continuance of relations. Therefore, in view of this, we are prepared to see things through the customer's own eyes. If he believes he was over-charged we must bow to his opinion, gracefully and without further controversy. The fact that, during the initial stages of the argument, we asserted our absolute belief in the justice of our original charge, saves our face. Anything which is now done is presented on another basis entirely, nor do we admit that our former conclusions were unjustified. But this matter is not to be carried on to its conclusion via letter. See your man and state that YOU, personally, have opened the case and have operated on your own initiative, in a desire to see him "back on the books again." There comes a time when it is stupid to be arbitrary in the matter of discussions over bills. In the meanwhile, take with you a port-

folio of the company's complete advertising schedule for next year, and point out the local newspaper service which is his for the asking.

Name number two on the list was that of a new purchasing agent for a house, the former executive of which had always favored this institution and its salesman. But when the new man came in, he had his acknowledged favorites.

"He reasons this way," declared the salesman, "that all things being equal, blood is thicker than water and he has certain moral obligations to fulfil. Why not give it to the other crowd, since he knows them, is friendly with them, and is well acquainted with members of the firm? This is one of the most difficult situations with which I have to cope and I don't mind admitting that I have been unable to discover an argument that would wholly overcome it."

A memo was written out in this vein, covering the situation:

Show this man a comprehensive list of the customers handling our line in his immediate territory and for a State in either direction. We are doing 50 per cent more to move goods than the competitor in question and we can prove it. This is an almost unanswerable argument. Do this when you make your next call—the advertisement department will assemble for you, in portfolio form, our advertising activities over a period of the last six months. We will also supply you with the advertising schedule, over the same period, of the competitor in question. It will include, in both cases, magazine, newspaper and trade publication work. The most casual investigation of these exhibits will be sufficient to prove that we are spending a dollar for every twenty cents expended on advertising by the other house. In justice to himself, and the acknowledged popularity of our line, your man simply can't, conscientiously, shut you out. If this does not make an impression, come back for other material of another character.

"Number three is hopeless," said the salesman. "I have not called for three months. They are little folks and, at the beginning of last year, lost three-fourths of the business, due to some unforeseen development. Just don't bother with them, because I know they have nothing worth while, and I have been told by friends, on the road, that they are slated for dissolution."

But the sales manager was not content to let it go at that. The credit manager secured some data which made it possible to write the following memorandum to the surprised salesman:

B. R. & Company, it is true, lost three of their largest customers almost a year ago, and had rather difficult sledding for a while. But these conditions were rapidly mended with the coming into the concern of a new partner—a Mr. H. G. L. from the West, who brought initiative, business contacts and financial assistance. Their present credit rating is perfectly satisfactory and because of large building operations in the neighborhood and three factory sites selected by manufacturing interests located in that country, the prospects of the concern are very bright. You have assumed that they would slide back, but during the very period when you ceased calling, conditions there have improved and a live prospect has been ignored. Always be certain of facts when you are influenced by the financial status of a house. Nothing can be taken for granted, lastingly.

The next name on the "dead list" was that of a firm contending that consumer demand had gone down to the zero point. Repeated calls invariably brought the same sort of talk from the buyer:

"Why should we stock up on your goods? We have some of the old lot left and that was bought seven months ago. Competitive products, advertised heavily, have stolen your market and you might as well admit it—at least that's the way it's going in *our* territory. When people commence to come in and ask for your stuff in sufficient numbers we'll gladly talk business with you—but not now."

"No less than a dozen times," bewailed the salesman, "that comeback has been handed to me when I go after those people. It's very embarrassing and, what's more, inquiry in the section verifies what they say. I might just as well attempt to sell a wooden Indian as the buyer of that concern."

The sales manager's report on this name was as follows:

The customer has steadfastly refused to collaborate with us in the matter of local newspaper advertising. But we are perhaps as much at fault. Two States out in that section were not on our list for the half-page newspaper campaign of last fall. It's largely a farming community and we had not gone into farm journals at all. Please note that we

have started a special campaign in three localized farm papers, and have contracted, at our own expense, for a series of thirty-two column advertisements in local papers. Consumer demand has decreased because we have been at fault. Proofs of this advertising are herewith provided, together with a sales chart, showing our remarkable growth of general sales in all parts of the country for a period of one year. The next time you see this customer, go over the data with him.

It will be observed that advertising very often plays an important part in solving the problems of the salesman and in salvaging what might appear to him to be "hopeless cases."

This fact would appear to be explained by the lack of knowledge on the part of prospects and old customers as to the activities of the institution in this regard. The advertiser is so near his own proposition and is so thoroughly familiar with the volume of copy that he takes it for granted everyone else is also conversant with the program.

It is one thing to see a year's advertising activities spread out

in concrete, visible form, as one substantial whole, and quite another to observe it, more or less casually, from time to time.

In running down the list we come to the name of Messrs. K. & J., with added marks to designate the salesman's belief that here is a "dead" field of endeavor and one which it would be just as well to forget.

We will allow the salesman to describe the situation there, in his own blunt language:

"Just don't think our line is up to standard and no amount of talk on my part has availed. I have gone so far as to line up on the counter every competitive product, along with our own, and talk facts, together with demonstrations, but the idea is an obsession with them that our quality is comparatively poor.

"They're nice to me—never refuse to see me and allow me to have my say—but I can't do business with them. Our advertising claims mean nothing to them. Have tried for a year to overcome

**The
George L. Dyer Company
42 Broadway
New York**

**Western Offices
76 W. Monroe St.
Chicago**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

this prejudice, but never made an inch of headway."

A familiar situation enough. Its real danger is its ultimate power of suggestion. It has a tendency, when too frequently encountered, to make a representative begin to doubt his own line and wonder if where there's smoke there's fire.

The notation below was given the salesman in this instance:

Spend at least three days going through the factory. We have made arrangements with Mr. McClarren to personally escort you. It is asked that you go at it conscientiously—spend the entire time of each day in and around the factory. Have your noon meal with McClarren in the plant dining-room. You are to spend a half-day in Mr. Mark Raymond's department, where our products are given the most scientific tests. It is our belief that you should be sold yourself on the line's quality before you can meet such situations as you have encountered.

You will shortly be supplied with a piece of printed matter which has been prepared by us for just such emergencies. It is a little tour through our plant, fully illustrated and written interestingly. By all means see that customers of this character receive the book.

We find, on looking up the customer, that he is within eight hours of us, and good train service is available. Invite Mr. K. and Mr. S. to visit the factory. Explain to them that it will well repay the trip. Offer to defray all expenses there and back. They will be treated royally here, and what we show them in the factory will do more than anything else to change their point of view. We do not dare to have large dealers spreading such erroneous suggestions as you describe. Gossip of that character is worse than a forest fire.

The salesman followed instructions to the letter. After his three-and-a-half-day jaunt through the plant, he was startled to discover that his former estimate of how things were done and what raw materials went into them was wholly superficial and inadequate.

And the unruly prospects did visit the acreage of manufacture as guests of both the salesman and the company. They came away with a wholesome respect for methods, men and materials.

We can't travel the route of the salesman's graveyard list to its conclusion. But we have shown a method that a sales manager can use to turn dead-wood into the livest material.

Babbitt's Soap Business Sold to Armour

B. T. Babbitt, Inc., of New York, has sold its soap, cleanser and soap powder business to Armour and Company of Chicago.

The sale includes the factory at Babbitt, N. J. and the following advertised brand names: Babbitt's Best Soap, 1776 Washing Powder, Spick and Span Metal Polish and Scouring.

As one of the members of the Babbitt organization told PRINTERS' INK "the sale means that we are giving up the soap business but are continuing in the lime and lye business. We are the largest packers of lye in the country and will continue to push this end of the business aggressively. We retain the Acme Line brand and other well-known brands of lye, caustic and chlorinated lime and these will continue as in the past."

It is understood that the new owners will continue to advertise and sell the old Babbitt soap brands.

Broad Silk Sales Managers Organize

The sales directors of the Broad Silk Division of the Silk Association of America, New York, have organized as a distinct group within the association.

The objects of the group are the prevention of trade abuses, encouragement of the use of the uniform contract, the establishment of uniform terms, and the education of the trade regarding technical facts affecting sales. A definite program of activity along these lines will be undertaken.

W. H. Yelland, of the Carl Schoen Silk Corporation, is chairman of the group.

Milton Towne Heads New York Agency Council

Milton Towne of the Joseph Richards Company, Inc., has been made chairman of the New York Council of the American Association of Advertising Agencies. David G. Evans, of Evans & Barnhill, Inc., has been named vice-chairman, and Stewart L. Mims of the J. Walter Thompson Company, secretary-treasurer.

The board of governors is composed of the above and H. H. Charles, Charles Advertising Service; R. P. Clayberger, Calkins & Holden, Inc.; Wendell P. Colton, Wendell P. Colton Co., and John Hawley, Hawley Advertising Co., Inc.

Joins F. William Plumer & Associates

Ralph E. Power, formerly with Bertsch & Cooper, Chicago commercial artists, has joined the staff of F. William Plumer & Associates, Chicago art service. Howard F. Wood, of F. William Plumer & Associates, has been appointed art director of that organization.

Choose a Newspaper

by these facts

Circulation is the first and last test of a newspaper's power. Do enough people read it to make its columns productive? The daily average net paid circulation of The News is 121,868.

Coverage There are approximately 79,550 dwellings and 89,256 families in Indianapolis. The city circulation of The News is 75,900. Into the Indianapolis Radius 45,949 copies of The News are distributed daily.

Reader Interest Ask any Hoosier what is the greatest Indiana newspaper!

Lineage The experience of other advertisers is a sound guide. The News consistently carries more lines of paid advertising, local and national display and classified, than both other Indianapolis dailies. This, in spite of a half million lines ruled out as objectionable, and considered acceptable by the others.

The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
The Tower Building

BALTIMORE

FOR quite a while, real estate experts have been predicting that Baltimore was "going North." Here and there, a new store would break into residential territory. Exclusive Charles Street was already dotted with stores.

Now comes the piece of news that settles it — Hochschild, Kohn & Co., a downtown Department Store, buys an entire block bounded by Howard, Franklin, Centre Streets and Park Avenue.

"Goes North"

—the amount involved will probably exceed \$5,000,000—opening an entirely new retail district.

That's the second sign of growing pains by the big stores of Baltimore. The Bernheimer-Leader plans for an 8-story department store is still recent history.

Baltimore is growing—and The Sunpapers are growing right along with it—as these figures show:

November Average Net Paid Circulation:

Daily (M & E) 242,347

Sunday - - - 177,665

**A Gain of 10,109 Daily and 14 866
Sunday Over November, 1922.**

Everything in Baltimore Revolves Around

THE

MORNING



EVENING

SUN

SUNDAY

JOHN B. WOODWARD
Room 1513, 110 E. 42nd St., New York

GUY S. OSBORN
Tribune Bldg., Chicago

**BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER."**

Ain't it the truth?

The man who wanted to sell a cultivator would not rent space at a city style show on the chance that among the throngs looking for the latest thing in sport suits or evening gowns might be an occasional dirt farmer. He would take his exhibit to an agricultural fair. The crowd might be smaller, but it would be his crowd, with a vastly bigger proportion of potential buyers. The same thing applies to buying circulation. If the man with high-priced, quality goods to sell takes space in a newspaper carrying thousands of want advertisements and display publicity for installment houses, he is obviously paying for an overwhelming proportion of readers who are not in his class of customers. To the cost of selling the chance possibility in the crowd must be added the cost of talking to hundreds of impossibilities. If he is wise he will eliminate the cost of mere talk, and advertise in a newspaper which sells him only the class of circulation covering potential buyers for quality merchandise. THE POST circulation covers that class in Chicago.



*It Pays to Advertise in a
 Newspaper Read by the
 Class of People Financially
 Able to Become Good
 Customers*

The Chicago Evening Post

*"Chicago's Best and
 Cleanest Paper"*

More about "What Is Wrong with Department Stores?"

A Defense of the Merchandise Manager

L. S. PLAUT & COMPANY

NEWARK, N. J., Dec. 20, 1923.

Editor of PRINTERS' INK:

I noted your editorial in the current issue, entitled "What Is Wrong with Department Stores?" with concern—particularly that portion which stated that "The merchandising manager appears to be the big stumbling block in the path of manufacturer-store relations." After a cursory reading, I had the momentary thought that, perhaps I had made a mistake in going over to the merchandise end of the business. A more careful consideration quieted my fears.

It is not my purpose to undertake a general defense of merchandise men. I feel it unnecessary and aside from the point that I desire to make. Instead of being a "stumbling block," the merchandise man is probably the greatest ally that manufacturers have, in their relations with department stores.

After all, what is it that the manufacturer wants from the store? It is business, on a mutually profitable basis. Business does not consist of one order, but of re-orders, of consistent ordering. And what are the things that influence a buyer to give this type of business to a manufacturer?

At the end of a given period—usually six months, but varying in different stores—a buyer's general department condition is the subject of close scrutiny by the merchandise man. Certain vital statistics are disclosed—profits, turn-overs, invested capital, inventories, etc. And then the merchandise man and the buyer discuss more intimate details. "What manufacturers have been your best connections?" is one of these questions.

In answering this, the buyer must take into consideration the net condition in which transactions with manufacturers have left the department. Has the line been handled at a profit? Has it been a clean seller? Are the stocks cluttered-up with leftovers? If the answer that the buyer can conscientiously give, establishes a case for the manufacturer, his line is continued. Otherwise the merchandise man peremptorily says, "Try some other manufacturer—we must have goods that sell out, and give us a profit."

It is at this point that the merchandise manager proves his friendship for the manufacturer. In the course of exercising control over his stocks, he remedies the defects before they become chronic. If he finds that a manufacturer is loading up a department beyond its ability to assimilate—if he finds that the markings which the bills show are going to seriously affect the ultimate profits of the department, he checks it. He calls his buyer to time. "Mr. Smith, you're getting too much of that Blank line into your stocks. Better cut this order

down." Or "Miss Jones, you're not getting enough profit on Dash's line. You better talk to them." And so it happens that there is nipped in the bud that thing, which if permitted to continue unchecked, would result in dissatisfaction with the manufacturer, when the day of reckoning comes.

We know of no merchandise manager who arbitrarily "promulgates a rule that only \$500 worth of goods at the time can be purchased in that line, although, say \$3,000 is needed to fill the vacant places in the stock alone," to quote another portion of your editorial. Such a man would not continue long with a modern department store. Nor do we consider a typical case the merchandise manager who delayed his O. K. in the Christmas order. These may be merely the exceptions, which however do not prove the rule.

It all depends on how the thing looks from where you sit. The manufacturer sees only his product, the merchandise man sees his department, where the manufacturer is only a component part. Perhaps an inability to see each other's points of view, is as much responsible for the difficulties that exist, as anything else.

There is in most stores, a whole-hearted desire to make business with manufacturers a fifty-fifty proposition. The buyers, in spite of much that is said to the contrary, are just as anxious to maintain cordial relations with manufacturers whose lines are successful with them, as manufacturers are to sell the buyers. But the manufacturers must be reasonable. Their line is but one of many which the buyer must handle to be complete. The buyer can not be expected to "push" any one line. A general result is to be obtained; after all, it's the store's merchandise, and not any manufacturer's line, that the buyers must "push."

There are weaknesses in the organization of the modern department stores, without question. But it is unfair to infer that there is any disposition on the part of the store, or of any of its functionaries, to "be a stumbling block" in the store's relations with its manufacturers.

L. S. PLAUT & COMPANY,

CHESTER A. BROWN,

Merchandise and Sales Manager.

BECAUSE Mr. Brown writes us a constructive, logical letter, we are glad to publish it. But he makes a mistake in judging all merchandise managers according to his standard. Neither do all stores measure up to the fine ideals established by the Plaut company.

Of course it would be absurd

to say that all merchandise managers are obstructionists. Merchandise managers are like any other class of citizens. Some of them are always efficient. Some of them are efficient some of the time and some of them are never efficient. It was the latter class that we were hitting at in the editorial entitled "What Is Wrong with Department Stores?" The incidents enumerated in the editorial were typical, but they by no means exhausted the number of such incidents to be obtained. If Mr. Brown doubts this, let him gather a group of sales managers together, and before the session is over it is certain the merchandise manager of department stores will receive a pretty severe indictment.

Mr. Brown himself indicts the merchandise manager when he says that the function of the merchandise manager is so to control stocks that they will clear out at a profit. Theoretically this is fine, but practically it does not work out this way. Department stores are so obsessed with the notion of getting goods that are exclusive or that they can control, that the salability of the goods seems to be entirely forgotten. One of the biggest merchandise managers in the United States told us a short time ago that most of the department stores in this country spend half their time trying to clear away the mistakes of their buyers.

Anybody who does any shopping at all knows that large department stores do not keep up their stocks of staple, well-known articles. On November 20 we went into a Fifth Avenue department store to buy a pair of wool mittens for a child. The girl told us that they were entirely sold out, as they had cleared out their stock in a sale the previous week. Imagine the absurdity of this. A department store entirely sold out on such a staple article as wool gloves before the season had even commenced. We had identically the same experience with wool stockings for children the other day in another department store. They had some of these stockings on hand but the sizes were so de-

pleted that it was impossible for the store to fill half the orders that it was receiving.

Manufacturers often joke about always being able to sell department stores anything that is not well known, where they can give the stores a special price and assurance that the department store will have exclusive control of the article in the territory. Department stores are not friendly to advertised trade-marked articles whether they admit it or not. Numerous exceptions to this case can be cited, of course, but the fact stands, nevertheless.

Remember that our indictment of the department store applies entirely to the very large stores in the large cities. It does not seem to apply to the small department stores at all, for so far as we can find out they are being well managed.—[Ed. PRINTERS' INK.]

Joins J. R. Palmenberg's Sons

Ralph R. Garrison has been appointed advertising director of J. R. Palmenberg's Sons, Inc., New York, manufacturers of wax and display figures. Mr. Garrison, for the last five years, was production and assistant advertising manager of the American Fashion Company, New York, publisher of *Style* and *The American Gentleman*.

Buy Shelby, N. C., Newspaper

Milton Tiddy and Col. W. A. Fair have purchased the Shelby, N. C., *Highlander and News*, from B. H. De Priest who plans to enter newspaper work on the Pacific Coast. Mr. Tiddy formerly published several newspapers in the Southeast and Col. Fair was in newspaper work prior to entering the Army.

H. A. McDonald with Arctic Ice Cream Company

H. A. McDonald, formerly sales and advertising manager of the Tabor Ice Cream Company, Cleveland, and more recently with the Cleveland Electric Illuminating Company, has joined the Arctic Ice Cream Company, Detroit, as general sales manager.

Charles A. Siekman with Brotherton Agency

Charles A. Siekman has joined the staff of The Brotherton Company, Detroit advertising agency. He was for nine years in charge of advertising and publicity of the Oliver Chilled Flow Works, South Bend, Ind.

In School Advertising **1st for 8 years**

In 1923—for the eighth consecutive year—*Vogue* led all other mediums in resident school advertising by a wide margin.

In these eight years the private schools have used

543,603 lines in Vogue

342,047 lines in Harper's Magazine

324,667 lines in Cosmopolitan

291,571 lines in Harper's Bazar

Nothing but results—in traceable enrollments produced by the advertising—can account for such consistent leadership. The most desirable patronage of the private schools comes out of the homes that *Vogue* goes into.

This eight years' experience of *Vogue's* school advertisers carries a wealth of meaning* for every advertiser in the quality field.

VOGUE

One of the Condé Nast Group

Trade Bodies Join to Promote Better Business Ethics

IN order to establish a more harmonious contact between buyer and seller a number of national trade organizations, which include manufacturers, wholesalers and retailers, formed a joint committee on trade relations at a meeting held at New York on December 19.

A constitution was adopted and a sufficient sum of money subscribed to finance the project for two years. The constitution provides that a general council be formed of one representative of each national trade association in the organization. This council will act as a governing body and will elect from its members an executive board of eight, four of whom shall be retailers and four either manufacturers, wholesalers or jobbers. The chairman will represent the general public and will be chosen outside the trade. There will be a meeting early in January for the purpose of electing officers and in February regular business meetings will begin and the new joint organization will start to function.

It is hoped by all interested that this organization will act as a clearing house for suggestions from the three groups, manufacturers, jobbers and retailers. Its object will be to eliminate wasteful practices, to clear away misunderstandings and to promote a real condition of helpful fellowship.

The following organizations were represented at the meeting on Wednesday:

American National Retail Jewelers Association, American Association Pharmaceutical Manufacturers, Associated Dress Industries of America, National Association of Dyers and Cleaners, Associated Leather Goods Manufacturers, Associated Knit Underwear Manufacturers of America, Corset Manufacturers Association, Eastern Millinery Association, Flower and Feather Association, Fine Stationery Manufacturers Association, Fur Merchants Association, Joint Committee of Trade Relations, Knitted Outerwear Distributors Association, Merchants Ladies' Garment Association, National Association of Finishers of Cot-

ton Fabrics, National Association of Hat Manufacturers.

National Cloak, Suit and Skirt Manufacturers Association, National Notion Association, Inc., National Retail Dry Goods Association, National Shoe Retailers Association, National Baggage Manufacturers Association, National Garment Retailers Association, Retail Millinery Association of America, Silk Association of America, Straw Hat Manufacturers Association, United Petticoat League, United Waist League of America, United Women's Wear League of America, Wholesale Men's Furnishing Association, Yarn and Bead Board of Trade, Troy Association of Collar Manufacturers, Chamber of Commerce of the United States.

Sir Charles Higham to Direct Indian Tea Growers' Campaign

Sir Charles Higham, head of Charles F. Higham Ltd., London, England, advertising agency, is coming to the United States to direct an advertising campaign for the Indian Tea Cess Committee of Calcutta. He will arrive in this country about January 9 and will make his headquarters at the New York office of the Wm. H. Rankin Company.

The campaign of the Indian Tea growers, which involves an annual expenditure of \$200,000, was reported in **PRINTERS' INK** of October 11. Newspapers will be the principal mediums used.

Owners Advertise Death of Pet Dog

"In Memory of Teddy R" read the caption of a recent newspaper advertisement of the owner of a dog which recently died.

This obituary advertisement appeared in a New York newspaper and was two columns wide surrounded by a deep black border. A picture of Teddy R was reproduced so that his friends in his neighborhood would recall him. The notice which was signed by two owners, stated that he was thirteen years of age, and that he was buried in the canine cemetery at Hartsdale, N. Y.

Harry L. Harris with S. A. Conover Company

Harry L. Harris has joined the S. A. Conover Company, Inc., Boston advertising agency, as an account executive. He was for a number of years with Frank Seaman, Inc., New York. More recently he has been with The Greenleaf Company, Boston, as vice-president in charge of production.

Colonel C. H. Prescott Dead

Colonel C. H. Prescott, who founded the Biddeford, Me., *Daily Journal*, in 1884, died last week at the age of sixty-six. He was also president of the Biddeford & Saco Railroad Company. He served as a member of Governor Cleave's Council and of Governor Hill's staff.

***Motor Car and Accessory
Manufacturers Secure
Quick Buying Response
from Cosmopolitan,
because:—***

The editorial excellence of Cosmopolitan creates an interest among our readers which extends to the advertising section and the products displayed there. Most of these readers live in the 663 Key Trading Centers where the better retail automotive dealers are doing business.

Cosmopolitan
Thirty-five Cents

1923 National Adve Prove The Cleveland P Will S

1923 was a repetition of '22 in the National Advertising situation in Cleveland. Manufacturers and space-buyers carefully analyzed the FACTS about Northern Ohio. They found a unique situation. The Plain Dealer ALONE covers the market.



The Plain Dealer has unusual coverage in the territory lying within 100 miles of Cleveland, as shown in the white spot on the map. Over 40% of the entire State's jobbing centers are in Northern Ohio.

J. B. WOODWARD
110 E. 42nd St.,
New York

WOODWARD & KELLY
Security Bldg., Chicago
Fine Arts Bldg., Detroit

The Plain Dealer

1 Medium - 1 Cost

Advertising Figures Plain Dealer Alone Will Sell It!

Notwithstanding the greatly increased volume of national advertising placed in Cleveland newspapers in 1923, the Plain Dealer maintained its outstanding leadership. Here are the national advertising figures for the first 11 months—

PLAIN DEALER

Morning and Sunday

3,707,704 Lines

A gain of 371,630 lines over 1922

SECOND PAPER

Evening and Sunday

2,108,526 Lines

**A Gain of 246,988 Lines
Over 1922**

THIRD PAPER

Evening

1,680,126 Lines

**A Gain of 219,618 Lines
Over 1922**

The Plain Dealer GAINED over 120,000 lines more than the second paper, and carried substantially as much lineage as ALL other Cleveland newspapers COMBINED!

Plain Dealer

Will Sell It

R. J. BIDWELL CO.
Times Building
Los Angeles, Cal.
742 Market Street
San Francisco, Cal.

One
Out of Every Four
English Reading Families
In the Entire United States
Will Read *Your*
Advertisement,
If It's In
The American Weekly Magazine!
Bought By 4,500,000 Families!
Read by 18,000,000 People!
That's Why It's Called—

**"The World's Greatest
Advertising Buy!"**



The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

"If you want to see the color of their money—use 'color'!"—A. J. K.

When the Cartoonist Is Valuable as Illustrator of the Campaign

Streak of Humor a Welcome Leaven for the More Serious, Straight-Away Formality of a Year's Advertising Effort

By W. Livingston Larned

THERE is a noticeable increase in the number of humorously illustrated campaigns and the professional cartoonist is becoming a genuine factor in today's advertising.

A cartoonist whose reign is of comparatively recent origin has illustrated any number of campaigns, and his style is so distinctive, that the one touch is pronounced, throughout, but his work is still in demand, for he has created a school of his own, and just now it's the vogue.

People do not care to have themselves caricatured. Make fun of the reader himself, and failure follows. This he resents. But you are privileged to have fun at the other fellow's expense. All of which is a finely drawn point.

There is nothing quite so sad as an un-funny funny advertisement. And there is an admitted danger in this. Opinions differ so widely as to what constitutes humor.

Certain advertisers believe in humor to the extent of making it the basic idea of entire campaigns. We might study these serial efforts and discover how and why the cartoonist has been called into conference.

Steero Bouillon Cubes have turned to funny illustrations for almost a year. But there is great

cleverness in the mixture of fun and serious selling talk. Pictorially, the series illustrates one of Steero's pet arguments; namely, that only hot water is necessary and the broth is ready. There are spouting geysers in Yellowstone



Says the Yellowstone Chef:
"For pep and nerve—
A Steero cube—hot water—serve!"

CHEFS and good cooks know that bouillon is at its best when it's made from STEERO bouillon cubes. Just drop a cube into a cup and add boiling water. The tempting flavor makes STEERO bouillon a treat at any time—at tea, at dinner, and for the bedtime snack. For a delightful tastiness in warmed-over dishes, in hash, stew, soup or gravy—add a STEERO bouillon cube.

Send us ones for STEERO bouillon cube samples and stay-free-page each week.

Inchbrite & Co., 274 William Street, New York
Distributors for
American Kitchen Products Co., New York

STEERO BOUILLON CUBES
Made in U.S.A.

IT IS THE EFFORTS OF THE CARTOONIST THAT GET ATTENTION FOR THIS ADVERTISEMENT

Park, from which boiling water shoots skyward. There is a characteristic theme. A funny little geyser and a funny little chef are pictured, the chef holding a bouillon cup to catch the hot water. Not such a funny idea, you will say, but it must be admitted that as drawn by the cartoonist, the illustration attracts your attention and causes a smile.

Van Heusen Collar copy has been of the "fun school," with an added element, that of the picturing of types we all know, from the flapper to the young college chap with his wide-bottomed trousers. The dress fads of the day are featured.

Every Van Heusen cartoon advertisement introduces the reader to these very funny types: "It is amusing," remarked the observant flapper, talking about men, "the worldly ones wear these new smart collars—Van Heusen, is it?—in the effort to appear naive, and the slickers wear it so that they may look worldly."

You might assume that nothing could be gained by so flippantly treating the very people who might be looked upon as prospects, but the reader will not admit that he is himself the subject matter of the advertising.

Prosaic fan-belts are advertised humorously, with every apparent indication of success. The automobilist is pictured in very funny character-study form, but so also is the fan-belt. It is all keyed in a spirit of "good fun," as if the advertiser had said to his prospect: "Come, come, a fan-belt is not such an interesting subject to discuss, after all, and so, why not give it a touch of humor. If we can find a laugh tucked away in any of our arguments, we'll pass it along to you."

A series of single-column displays for Rexall Drug Stores leavens its more serious message with pen-and-ink cartoons, born of the headline. "Why does a star twinkle?" queries the top-position caption, and a funny little professor stares owlishly through an equally funny telescope. On reading down, you find that: "Stars twinkle because light, like sound, travels in waves. This wave motion becomes a twinkling, probably because of moving dust through which the starlight comes to earth. As sure as the course of the stars, is Puretest Mineral Oil."

Advertisers sometimes admit to themselves that they have products and arguments to talk about

in which the average person will not be interested. But there's such a thing as coaxing them into the real, serious talk. There is always a reader market for humor. The Rexall series deliberately asks a



The Oldest Inhabitant

"I've been running this fan for a long, long time," said Super-Service. "I've seen various parts come and go. But I am still on the job."

"Though I'm old, I am still full of life. My metallic finish is largely responsible for my excellent condition. It gives me greater resistance to heat, oil and water."

Super-Service Fan Belts come wrapped in pairs. One goes on the fan and the "spare" in the tool-box for emergency. Buy both at your dealer's to-day.

60c each for Ford cars—90c each for all other cars using flat belts.

L. H. GILMER CO., Philadelphia



"It's a Gilmer Product—you can depend on it."—Happy Van, the Gilmer Man.

SALES POINTS EFFECTIVELY PRESENTED
WITH THE CARTOONIST'S AID

set of questions which it is assumed the reader will want answered.

Campaigns of this type appear to be most successful when they are run in serial, or continued-story form, with a sympathetic

Dec. 27, 1923

PRINTERS' INK

43

\$30,000 IN THIS MORNING'S MAIL

WE opened our mail this morning to find orders for more than \$30,000 worth of advertising space in Harper's Bazar next year.

. . .

NATURALLY, we don't expect you to get the kick out of this that we did, but—

. . .

THIS amount of business in just one morning's mail is interesting to you for this reason. It shows the confidence that advertisers have in Harper's Bazar and also the confidence they have in business generally for 1924.

*Written at the office of
Harper's Bazar on the morning
of December 21, 1923.*

Harper's Bazar

2/- IN LONDON

50c

6 fr. IN PARIS

idea holding them together. They really constitute the "comic strip" idea, applied to advertising.

This serialized-comic thought has been used for more than a year now, for Carter's Ink Products. The space is rather small, but it has been made to "stand out" because of the individuality of its humorous slap-stick comedies, staged in rapid-fire succes-

staged with four very funny illustrations. The first was of a card game, with the usual types, and the copy ran:

"Play your queen, play your queen!" whispers Addison to the sweet young thing. 'Play your own hand, Miss Dumbell, my dear,' chimes in Mrs. Grumpy. 'Do have some hard candy, fresh from an Aridor, it's never sticky,' interrupts Mrs. Suave, the diplomatic hostess. Thus a delicate situation was avoided."

And now a cartoon of the Sweet Young Thing, reading and nibbling candy, with this scenario:

"Under the soft glow of the reading lamp. Romance! Intrigue and Adventure! Deep-dyed villains and handsome heroes! Guns and daggers — Thrills and chills! Nothing dry but the candy."

Perhaps the most truly humorous illustration and accompanying text has to do with mother and the children.

It is the little one's chorusing: "Ma-ma! Ma-ma! Ma-ma! Gim-me! Gim-me! Gim-me! When the children's national anthem grows wearisome, give them hard candy."

The bored mother is shown trying her best to do ironing while her offspring gathered about, with hands outstretched.

To return for a moment to the Van Heusen series—we had a man who is usually sedate show us one of the series which he had mounted on cardboard and was keeping, because it just happened to "strike him as very funny." A line of poor little, starched little collars, in chain-gang costumes, with iron balls attached to their ankles, trooped obediently before an arrogant box of starch. The copy read:

"Without the tyrannical rule of

Ink Indifference

If you know what you want when you buy you usually get it. If you don't—you don't. Ink indifference usually gets indifferent ink.

You want more than just ink—more than just a blue liquid to fill your ink well. You want good ink—ink that takes hold of the paper and that doesn't all come up with the blotter. Ink that won't form a hard coating on your pen—that is free from sediment.

Call for Carter's. Sixty-four years of experience in ink making have eliminated ink faults.

And when you want paste—call for a tin. It's a tin that holds paste that comes out of the tin—never needs water.

THE CARTER'S INK COMPANY
New York Chicago



Call for

CARTER'S

Writing Fluid
Fountain Pen Ink
China Paints

CARTER'S
INKS
PRODUCTS

*India Ink
Sooty Ink
Black Ink*

WHEN THE PRODUCT DOESN'T REQUIRE PONDEROUS AND SCIENTIFIC REASON-WHY COPY, USE HUMOR

sion. The advertiser simply refuses to believe that people will take the mere matter of writing ink so seriously as might be true of other products. All of the characters of the stationery store, the home and the business office are handled in a spirit of broad burlesque.

In a recent advertisement for the Aridor Candy-caddy, the idea of the humorous appeal was delightfully handled in a sort of "aside" run as a single column, apart from the main and serious presentation.

Four little burlesques were

The production men* will read every line of it!

because leaders, like

Irenée duPont of duPont de Nemours

F. W. White, president of Mutual Chemical

J. W. Daniels, vice president of

Archer-Daniels Midland

M. C. Whitaker, president of Industrial Alcohol

E. M. Allen, president of Mathieson Alkali

and a dozen more, just as big and important, are writing articles for the

Annual Review of Chem & Met

JANUARY 21, 1924

Forms close January 10th

Write or wire collect your
copy instructions

*** Chem & Met serves the
man who makes**

Cement	Food Products
Ceramics	Leather
Coal Products	Lime
Dyes	Metals and Alloys
Electro-Chemical	Petroleum
Products	Paint
Explosives	Paper
Fertilizers	Rubber
Fine and Heavy	Soap
Chemicals	Sugar

**The Industries reached
by Chem & Met**

Produce \$8,541,000,000 of finished
product, ranking fourth in the
manufacturing industries.

Are capitalized at \$7,649,000,000,
ranking third.

Employ 987,863 employees, rank-
ing third.

Have 2,197,868 hp. installed
motors, ranking second.

Consume 6,074,700 kw.-hr. elec-
tricity, ranking second.

Burn 98,769,503 tons of coal,
ranking first.

*McGraw-Hill Engineering, Industrial and
Merchandising Publications are the effective
mediums whereby Industry sells to Industry*

**CHEMICAL
& METALLURGICAL
ENGINEERING**

A. B. C.

A. B. P.

A McGraw-Hill Publication

Tenth Avenue at 36th Street, New York

WHEN one newspaper is given a great portion of the credit for the most complete and successful campaign in the history of an industry it's good business for manufacturers in that industry to find out why.

One factor was the largest and most responsive evening circulation in America.

The New York Evening Journal will gladly detail the others on request.

Hot Point Appliances
A George L. Dyer
Account

NEW YORK OFFICE, 2 COLUMBUS CIRCLE

NEW YORK EVE

America's Greatest

Edison Electric Appliance Co., Inc.

*Hotpoint**Hotpoint*
REGD.

EDISON

NEW YORK, N.Y.

140-142 SIXTH AVE

December 15, 1923

New York Evening Journal,
2 Columbus Circle,
New York, N. Y.

Gentlemen:

It is with great pleasure and enthusiasm that I explain to you how extremely well pleased we are with the manner in which you have conducted our HOTPOINT Drive in Greater New York.

✓ Never before in the history of our industry has as complete and successful a campaign gone over, and I attribute a great portion of the success to the work of your Merchandising Department. ✓

We obtained as a result of the drive, in excess of 500 windows. We, as you will remember, had an objective of 250 windows. The information obtained from your representatives' reports has been invaluable to us. The manner in which the details of this campaign have been handled through your office warrants our highest praise.

It has been a personal pleasure to me to have been in contact with you and your organization, and I hope as our 1924 campaign starts we will again get together.

Very truly yours,

W. B. Pierce

DISTRICT SALES MANAGER

WBP:EMW

CHICAGO, 504 Hearst Bldg. SAN FRANCISCO, 58 Sutter St.

NING JOURNAL

Evening Newspaper

starch, all collars except the Van Heusen, break out in rebellion of buckling and blistering."

This advertisement has so impressed a serious-minded man, that he wanted to keep the picture for showing to others. It struck him as a very funny interpretation of a selling point.

So much for specific examples.

In general, it may be said, that humor which is natural and unaffected, and which undertakes to reflect those things which happen to most of us, in everyday life, is particularly successful as advertising ammunition.

Liquid Veneer Advertising Plans for 1924

Plans are being made by the Moss-Chase Company, advertising agency, of Buffalo, for the 1924 advertising campaign of the Buffalo Specialty Company of that city, manufacturer of Liquid Veneer and other products.

The products have been divided into groups and separate advertising campaigns will be planned for each group next year, one or more products in each group being stressed in the copy.

In this way, while concentrating on the product that is the natural leader of the group, it is hoped to build a background for all the others. The magazine campaign contemplates the use of a number of color pages and at least one group, the Liquid Veneer group, will add to its magazine campaign the use of newspapers in leading jobbing centres. Some other mediums will be used and the list will be varied according to the needs of the product.

Northeastern Missouri Publishers to Meet

The Northeastern Missouri Publishers' and Printers' Association will hold its mid-winter meeting at Columbia, Mo., on January 18 and 19. Members from twenty-one counties in Northeastern Missouri will attend the meeting. Among the speakers who are scheduled to address the meeting are Dean Walter Williams, of the Missouri School of Journalism, who will speak on "Editing a Country Newspaper," and T. C. Alford, of the Kansas City Star, who will speak on "Co-operation between Country and City Newspapers."

With W. B. Saunders Company

Charles H. Heindol has joined the advertising staff of the W. B. Saunders Company, medical book publishers, Philadelphia.

College Football Becomes Rotogravure Advertiser

The rotogravure section of Sunday newspapers has uncovered a seasonal prospect. Three Iowa universities used large rotogravure space during the fall just ended to advertise their football games. The copy used was usually a simple announcement of a scheduled game but made an appeal through reproductions of good scrimmage photographs and campus scenes, showing college buildings. As football action pictures are featured all the fall in rotogravure, the location of the advertisements in this section was recognized by the colleges as particularly good. Space in the sports section of the newspapers also was used.

Will Replace Japan's Destroyed Patent Files

The United States Government at the request of the Japanese Ambassador at Washington will furnish to Japan a complete set of the "Official Gazette of the U. S. Patent Office." This publication has been issued weekly since 1872.

A new patent office completed last January and its files of patents issued by foreign governments including the United States, were destroyed in the recent earthquake. The plans of the Japanese government provide for the immediate construction and operation of a new Patent Office.

Toilet Preparations Account for D. S. Blaikie

Palmers Limited, Montreal manufacturer of Ariola, Gay Paree and other toilet preparations has appointed Duncan S. Blaikie, advertising agent of that city, to direct the advertising of its products with the exception of Minty's tooth-paste which will continue to be handled by The R. Sykes Muller Company, Ltd., Montreal advertising agency.

Winter Campaign on Nestor Johnson Skates

The Nestor Johnson Manufacturing Company, Chicago, is conducting a winter campaign on its North Star tubular skates in over 100 newspapers of the principal cities of the United States. Four different advertisements are used. The series is reproduced in the company's business-paper advertising.

E. L. Ellis Joins Mandel Brothers

Evan Leslie Ellis has been appointed advertising manager of Mandel Brothers, Chicago department store, effective January 1. Mr. Ellis for the last four years has been advertising manager of Stern Brothers, New York department store.



There is an accurate index of the influence of Minneapolis newspapers with Minneapolis buying power. The Journal, with a total of 9,380,000 lines of local display advertising in 1923 shows a GAIN of about 280,000 lines over 1922, and a LEAD over the second paper of 1,360,000 lines.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

BUTTERICK
COMBINATION

321,627

PICTORIAL
REVIEW

304,555

WOMAN'S HOME
COMPANION

234,359

LADIES' HOME
JOURNAL

99,579

5.2%

McCALL'S

89,290

5.6%

GOOD
HOUSEKEEPING

75,050

9.6%


 28.2%


 15.6%


 14.8%

In the woman's field—

One Leader

HERE are circulation increases as shown by Publishers' statements to Audit Bureau of Circulations June 30, 1922 and June 30, 1923. These reports prove that The Butterick Combination leads the field in circulation gains. Even more significant, it leads *despite price*.

THE BUTTERICK COMBINATION

THE DELINEATOR

Class en masse

20 cents

THE DESIGNER

Quality in quantity

15 cents

Do these people get YOUR message?

THE BUTTERICK PUBLISHING COMPANY

—"confidentially speaking"

"the way the expenditures were made last year for advertising doesn't meet with the complete approval of the — branch manager, or — branch manager, owing to the fact that the circulation purchased was concentrated more in territories that didn't do them any good, *but a percentage of the appropriation was charged against their territories just the same.*"

That is the report made to our office from branch managers of an advertiser having only sectional distribution but placing his advertising in mediums of national circulation.

There is no mystery to advertising which, after all, is merely "mass selling."

For advertising to prove most successful, the printed message (with adequate merchandising) must be placed in mediums that reach the greatest number of prospects in territories where the advertiser has sufficient distribution.

On any other basis (with enough lucky-shot exceptions to keep the pot a-boiling) it just isn't in the cards for advertising to win.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Merchandising the Goods without Scaring the Customer

How Advertising Is Performing Delicate Selling Operation for the Motor Bus, and Is Causing Its Acceptance as a Transportation Auxiliary

By G. A. Nichols

ABOUT 40,000 motor busses are today engaged in intra-city, intercity and even interstate transportation in various parts of the country. Six years ago there was practically none, except in metropolitan centres.

On November 1, according to figures given PRINTERS' INK by the American Electric Railway Association, 107 electric railways had adopted, or had decided to adopt, motor busses as transportation auxiliaries or to supersede railway service in whole or in part.

These two statements are more than merely interesting examples of the onward march of the motor car industry. They set forth what really is a startling merchandising development which becomes all the more so when one considers the evolution of the country's transportation system and the bitterness of the fight waged against each progressive step from the time of the covered wagon till now.

The electric railway, city or interurban, is *per se* a natural competitor of the gasoline propelled vehicle, much as was the canal a competitor of the steam railroad. Yet we see the unusual spectacle of the electric lines adopting the bus as a unit of, and supplement for, their passenger-carrying systems. In the old days, the canal people prayed that city councils should refuse railroads right of way, seeing in the substitution of the locomotive for the tow horse the utter ruin of their business. Their efforts to block inevitable progress however came to naught, as such efforts always do in the end.

The electric lines, on the other hand, approached the bus problem in an entirely different way. It is entirely possible that they did not welcome its advent. In fact,

some of them wish even now that the White Company and certain other manufacturers had confined their efforts to the making of trucks and touring cars. But, when wise merchandising made them see that the motor bus was beginning to arrive—and it is only beginning now, comparatively speaking, despite the great initial progress it has made—they concluded they might as well get the benefit of the bus as to leave it for somebody else.

So many tremendous things are going on in manufacturing and selling that they are almost unnoticed. The business world wakes up in the morning to find established an entirely new element, up to then little felt and substantially unknown. Then ensues a scurrying about to find out how it all happened and when and why.

TWO INTERESTING PRINCIPLES REVEALED

So it is proving with the motor bus. And in its apparent acceptance by the electric railway concerns can be seen at least two attractive principles of pre-eminent interest right now to everybody who has anything to sell. The first is that the country is growing, business is unfolding and unless people and concerns are willing to develop accordingly they will have to step aside for others who will, eventually finding themselves sitting at the second table. The second has to do with the way in which advertising can be utilized to sell a new, image-breaking thing to people who, to all intents and purposes, might be expected to fear it or anyway not to welcome it.

Here is a typical instance showing the reason behind the rise of the motor bus and the merchandising that made it possible.

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Dec. 27, 1923

PRINTERS' INK

55



Madison, Ill. —an Industrial Suburb

—A car works, a steel plant, and an asphalt company form the nucleus of the industrial activity which marks this interesting city. The people are well paid. They can satisfy their needs for the necessities and luxuries.

Steam and electric railways, and good roads link Madison to St. Louis, metropolis of the district.

Madison claims bank deposits of \$1,950,000. The local retail interests enumerated below do an annual business of \$2,000,000.

24 Groceries	2 Drug Stores
3 Auto Dealers and Garages	2 Jewelers
2 Building Material Dealers	2 Shoe Stores
8 Men's Furnishing Stores	2 Stationers
3 Furniture Stores	3 Hardware Stores
5 Dry Goods Stores	5 Confectioneries

Madison's representative people read the Globe-Democrat. . . Just consider the influence of Globe-Democrat advertising on the buying habits of Madison—in both the consumer and dealer-groups.

Circulation in Madison—
Daily 1044 ; Sunday 1875

St. Louis
the City with
\$87,000,000
to spend on
Municipal
Improvements

Globe-Democrat

St. Louis' Largest Daily

F. St. J. Richards, New York
Guy S. Osborn, Chicago
J. R. Sclafaro, Detroit
C. Geo. Krogness, San Francisco
Dorland Agency, Ltd., London
Asso. American Newspapers, Paris

We could not be satisfied
unless we gave St. Louis
the BEST Newspaper

store. Some items, from the very nature of things, have to be sold at a price bringing down the net profit to the vanishing point. Other things are sold regularly at an actual loss because custom or something else decrees that they cannot bring more than a certain figure. If the retailer did not have other goods upon which he could get a fancy profit and thus average the thing up, he would go broke. His task is to see that his average net profit for the year comes up to a required figure. The thing works similarly in selling street-car transportation.

It is out of the question arbitrarily to say who shall or shall not run buses for a profit or living. Independents unquestionably have a right to exist as many of them do, in a very lively way. Their business is worth while to the people who make busses. On the other hand, there is undoubted merit in the contention of the electric railways that certain territory rightfully belongs to them and that competing transportation systems should not be allowed to enter. They base their claim on the idea that States and communities, in giving the companies the right to do business in the streets, retain to themselves the power to regulate service and control rates of fare. Having done so, the railways hold that the public must protect them in their rights, else the public itself may be the loser.

There are two opposing forces, therefore, interested in the extension of the bus business. How shall the proposition be merchandised to both, so as to get any business that may arise, and yet not offend either or to appear to be working one against the other?

This is one phase of the selling problem. The other is that the electric lines may be calculated to be jealous of their prerogatives, to fear the growth of gasoline transportation as something that is going to work against their best interests and to regard it as something that ought to be fought rather than encouraged. How shall the selling message be presented to them in a way that will be constructive rather than alarming?

The White Company of Cleveland is conducting an unusually large magazine and newspaper advertising campaign to drive home the idea of the motor bus not as something that is going to displace established electric and steam lines but as an aid, an auxiliary, a supplement that can make a company's service complete and enable it to catch up all the loose ends.

"The motor bus of today is neither a jitney nor a pirate," says Walter C. White, president of the White company. "It is an auxiliary in every sense of the word and adds materially to the service of established electric and steam lines. It is a result of the evolution of transportation.

AN OLD AND FAMILIAR CRY

"This evolution by the way, brings to the surface a very interesting point. As the motor car comes into usefulness, having to a certain extent displaced the horse, and in some instances being considered as competitive to established transportation facilities, there is a cry raised against it on the grounds of its newness and its possible extravagance. This is familiar indeed to those acquainted with the various steps of the country's developments in transportation.

"Conservatism sometimes cries out against innovations because they disturb the established order of things. But, time after time, conservatism has been led to accept and use new developments only to find them highly beneficial. It is working out this way in the relations of the bus and electric railway lines. The latter naturally prefer to use the bus in their own territories rather than see competitors do it and they are finding out to their intense satisfaction that the combination works out advantageously and profitably—with an eye to the future as well as to the present."

One of the advertisements in the White series sets forth, for the benefit of electric railways, the interesting suggestion that moving people has become the twin problem of moving materials.

(Continued on page 61)

Detroit News Scoops The Whole Nation



First Paper to Get Ford's Own Presidential Declaration

FOR months the Nation has been waiting for Henry Ford's definite statement of his attitude toward the Presidential nomination.

Newspapers, magazines and politicians have been speculating for more than a year as to what the nature of Mr. Ford's pronouncement would be. It was the great riddle of the 1924 campaign and remained unsolved until Wednesday, December 19, when The Detroit News published Mr. Ford's own statement of his attitude toward the nomination, and to President Coolidge.

The Detroit News was the first paper in the United States to obtain and publish what the whole nation was waiting with bated breath to hear. It was the greatest scoop of 1923, and one of the greatest in the history of journalism.

This extraordinary feat is another example of the enterprise and leadership which has made The Detroit News one of the great metropolitan newspapers of the country.

The Detroit News

275,000 Circulation Daily, 275,000 Sunday



A County Agent showing farmers how to make more money from their farms by using the right equipment.

THE work of the county agents in bringing improvements to the farm and in raising the standards of the farmer has been of infinite value to agriculture since the inception of the County Agent movement in 1912.

Much of the tremendous progress in farming, farm marketing and farm standards of living must be credited to the 3300 County Agents, Home Demonstration Agents and Boys' and Girls' Club Agents, and their hundreds of thousands of voluntary farmer assistants who are urging, coaxing and inspiring the great mass of six and a half million farm families to better methods.

It was these people in 1922 who achieved the remarkable record of having 4,000,000 improvements in farm practice adopted—an average of two to every three farms.



These improvements covered all the farmer's activities from raising better herds to the very necessary work of getting the farmer to diversify his crops. And these improvements have not only made the farmer's work easier but greatly increased his income.



A Home Demonstration Agent telling a group of interested farm women how to pack eggs.

The Farm Journal has been intimately connected with the County Agent movement. Besides advocating all kinds of improvements for the farmer, it has stood squarely back of the Farm Bureau and the County Agent from the beginning of both of them, and has constantly urged the farmers to avail themselves of the service of these men. And the farmers have.

So you can see the influence of The Farm Journal when you know that it reaches more farmers than any other farm paper—that is why it is the greatest single force in reaching the farm market.

The Farm Journal is carrying the sales story for food, clothing, automobiles, tires, storage batteries, paints and varnishes, soap, talking machines, gas engines, vacuum cleaners, radio, roofing, stoves and furnaces, and The Farm Journal readers are buying these products in large volume.

Through The Farm Journal you, too, can reach 1,150,000 farm families with good incomes who are buying all kinds of reliable merchandise.

The Farm Journal

first in the farm field
New York Philadelphia Chicago

The Increase of National Advertising, 1923, in The Erie Daily Times—

is the best evidence of appreciation of our worth while Erie market.

This is a note of thanks for such substantial recognition.

Soon The Erie Daily Times will move into its new five hundred thousand dollar building. We shall then be in a position to serve advertisers and readers better than ever. We can then help to make the profitable Erie market even more profitable.

Erie Daily Times

A. B. C. Member

Evenings except Sunday

Representatives:

E. Katz Special Advertising Agency

Established 1888

New York Chicago Atlanta Kansas City San Francisco

"Railroads opened the way to all America," it says. "Added to them, street cars, subways and elevateds made it practical and convenient to live and work in crowded cities. And now, with increasing demands on these, modern motor bus transportation, carrying on over streets and highways where rails can't go, supplements, feeds and binds together our whole passenger transportation system—to make it adequate and enduring."

This idea of the White company has been accepted by leading transportation lines to an extent that in some instances has led them to go so far as actually to use busses to compete with their cars running on rails.

All the White advertising is devoted to the purpose of selling motor bus transportation in a broad institutional way. Given wide circulation in periodicals and newspapers as well as in technical journals, it of course comes to the attention of people who ride as well as those who operate and thus works both ways. The auxiliary transportation idea is stressed so as to remove the fear the bus has engendered among some electric railway companies. The same class of appeal will go very well for concerns other than street railway companies, which may desire to go into the bus business. There is plenty to be said to each and yet the saying has to be done in a way that will offend neither.

Transportation therefore has been taken as the central theme of the entire campaign. The advertising is endeavoring to get across the thought that transportation is one great sympathetic system involving water, rail and highway. Where rails end and where boats dock highways carry on.

"From the time when the country was young," says Mr. White, "development in transportation facilities has been one of the greatest and most important of its accomplishments. Lines were trailed across the wilderness by horses' hoofs and wheels, and these were forerunners for railroads and hard highways. The purpose of our advertising is to

show the relationship of all facilities to transportation as a whole so that all can understand the true utility of the motor truck and motor bus.

"The motor truck today is helping give rapid movement of goods at the source through innumerable channels of distribution. It unites with the steam train and the steamboat.

"In the movement of people the motor bus has worked itself into the country's transportation system as an aid and a feeder. Being a more flexible unit it is serving as an auxiliary to interurban electric and steam lines and at the same time helping solve that baffling problem of traffic regulation.

CO-OPERATION IS PREFERRED

"On such thoughts as these we are content to rest our case. We prefer in a word to co-operate with existing transportation systems rather than appear to be fighting them. We have something definite and tangible to offer them and they are readily grasping the idea, revolutionary though it may seem."

Although nobody around the White company will express it in just so many words, it is easy to see that the advertising is easing an important and perhaps somewhat unwelcome truth into the various transportation lines—and doing it without any booming of drums and clashing of cymbals. An official of an Ohio interurban line told this writer that in his estimation the interurban car and train had seen its greatest period of usefulness in the carrying of passengers and that from this time on the development would be steadily in direction of motor busses. In time—and not a great deal of time either—he thinks passenger service between cities will be carried on with busses, while the existing rail lines will be devoted to the moving of interurban freight. Interurban railroads, according to his idea, are ideal for short freight hauls. Evidence that he is right and that interurban railways are sensing the quickly unfolding de-

velopment of things is seen in the selling campaigns many electric lines are inaugurating to get such freight business.

The White company believes it is correct in its view that the loud beating of tom-toms in the way of alarmist advertising addressed to railways warning them to flee from the wrath to come is neither necessary nor politic. They can safely be trusted to make four out of two and two and do not need a diagram or an X-ray machine with the advertising presentation to enable them to understand it.

White is proceeding on the basis that the bus, a member of the transportation family in good standing, should be adopted as an ally of the trolley, while conceding that the electric lines are still the best forms for use in handling mass transportation.

Another object back of the White advertising is to establish what it declares to be its pre-eminence in the bus field—to stake out its claim, as it were, and to establish itself as a leader in one of the most spectacular developments in business history. There is something of the human-interest type, not to say spectacular, in the growth of the White company itself. It evolved from the old White Company that started out as a manufacturer of sewing machines. When the bicycle craze came on it took up bicycles and in turn became a manufacturer of automobiles. Trucks also were made.

When the war came on the Government demanded that the company work at 100 per cent capacity in making trucks for military purposes. Touring cars then were dropped. With the end of the war the bus business began to develop. At first the practice was to mount a bus body on a truck chassis. But the company quickly saw the promise in the new line and went after the manufacturing of busses on an ambitious scale. It says it is the pioneer in this respect. Perhaps it is. Anyway it is the pioneer in all-round advertising of its proposition and this counts for a great deal.

Program for Mid-Western Advertising Convention Arranged

THE Seventh District convention of the Associated Advertising Clubs of the World will be held in the Baltimore Hotel, Kansas City, Mo., on February 5, 6 and 7. This district includes Arkansas, Kansas, Louisiana, Missouri and Oklahoma; a territory in which business men have many common interests to be served by affiliation and co-operation. The program so far as announced, carries much practical help for manufacturers and distributors, both wholesale and retail.

The program committee of which B. F. McGuirl is chairman, has received acceptances from the following speakers:

Curtis M. Johnson, successful small-town retailer, Rush City, Minn., "The Retailer's Road to Happiness"; Charles F. Hatfield, head of the community advertising department of the Associated Advertising Clubs of the World, "Making the Home Town Better Known"; W. S. Ashby, advertising manager, Western Clock Co., "Setting the Pace for Competitors"; Dr. A. Holmes, professor of psychology, University of Pennsylvania, "Simple Psychology behind the Counter"; Charles Coolidge Parlin, director of research division, Curtis Publishing Co., "Some Forecasts for 1924"; K. K. Bell, vice-president and general manager, Calumet Baking Powder Co., "Some Short Cuts in Distribution"; Horace A. Wade, "Building for Tomorrow by Cultivating the Boys of Today"; Harry B. Kirtland, The Kirtland Co., "Helping Salesmen to Sell More Goods"; Martin L. Pierce, The Hoover Co., "Increasing Your Turnover by Showing the Retailer and His Clerks the Value of Advertising," and W. W. Wachtel, advertising manager, Loose-Wiles Biscuit Co., "Keeping Your Hat in the Ring."

"Forbes" Magazine Appointment

Edwin V. Dannenberg of the advertising staff of *Forbes* has been appointed financial advertising manager. R. D. Maxwell of the economic staff has been transferred to the advertising department in charge of research and service.

D. M. Conroy Dead

D. M. Conroy, for the last twenty-five years, general and business manager of the Mason City, Ia., *Globe-Gazette* and *Times*, died at his home December 21 at the age of fifty-three.

Good Results

Along automobile row in Chicago the dealers will tell you that business is getting better and better and that the Chicago market promises to surpass every other market in America.

Paralleling this statement is the fact that automotive manufacturers are pyramiding their advertising more and more in the Chicago Evening American.

So that the Chicago Evening American now shows a greater advertising gain in automobile lineage than *all* other Chicago daily papers *combined*.

CHICAGO EVENING AMERICAN

EVENING

A Good Newspaper

Daily Report Cards That Keep Home Office in Close Touch with Salesmen on the Road

An Analysis of a Daily Report Plan Used by the Printz-Biederman Company

A DAILY report card for the man on the road is either a help or a nuisance, depending upon the way it is handled at the home office. Wrongly presented to the salesman, a daily report card has been known to make him think that the firm was merely trying to do some detective work at his expense. Rightly presented and handled, report cards have been the means of increasing salesmen's quotas and winning their loyal co-operation on the details of the plan, without which it could not be a success.

The Printz-Biederman Company, of Cleveland, has a plan which is handled in a way to make it increase the individual salesman's efficiency. By taking over some of the time usually spent by the average salesman in preparation for his calls, it enables the salesman to spend more time in the presence of his prospect. The salesman who has to write a great many letters when he is in the home office or in a hotel when he is on the road, finds that it takes much time which might otherwise be spent in selling. If the daily report card can be made to help him in saving time, he is more liable to think of it as co-operation rather than as a nuisance.

The Printz-Biederman daily report card contains on one side space for the customer's or prospect's name, town and State and the date, the amount of the order, whether the salesman called upon the coat buyer, the suit buyer or the merchandise manager, how much each bought and the particular item. There is a separate blank for the advertising manager, since the salesman is also supposed to call at the advertising department to see whether the manufacturer's advertising is help-

ing and pleasing the local advertising manager.

On the reverse side of the card are five lines for remarks, where the salesman can give the reasons why the prospect would not buy, if he was not sold. Below these lines is a space for a date when the prospect should be solicited again, a space where the rank of the prospect as to outlet is specified, and a blank space which asks the question "Are they interested in our advertising?"

HOW THE RECORDS ARE KEPT

These cards, which must be sent in by the salesmen daily, are handled in this manner at the home office:

For each city where the firm has regular accounts, a manila envelope is used. For each city where the company has a prospect, a blue envelope is used. Customer and preferred-prospect envelopes are kept in file drawers, first under the salesman's name and then alphabetically by State and city. Regular prospects are kept in a similar manner in separate file drawers. All salesmen are instructed to call in all cities where the company has regular accounts and preferred-prospect accounts before ending their trips. As the report cards are received, they are filed in the town envelope, and the envelope is transferred from the original file to another file marked "Cities Sold" or a file "Cities Called On—Not Sold" or in case the salesman advises the home office that he must return to that city a second time, the envelope is left in the original cabinet and the report card is kept in a follow-up file to make sure that the salesman carries out his promise to go back to that particular city.

Here is the way the company

A Real Service for HOME Builders

—and those who sell
products that home
builders buy—

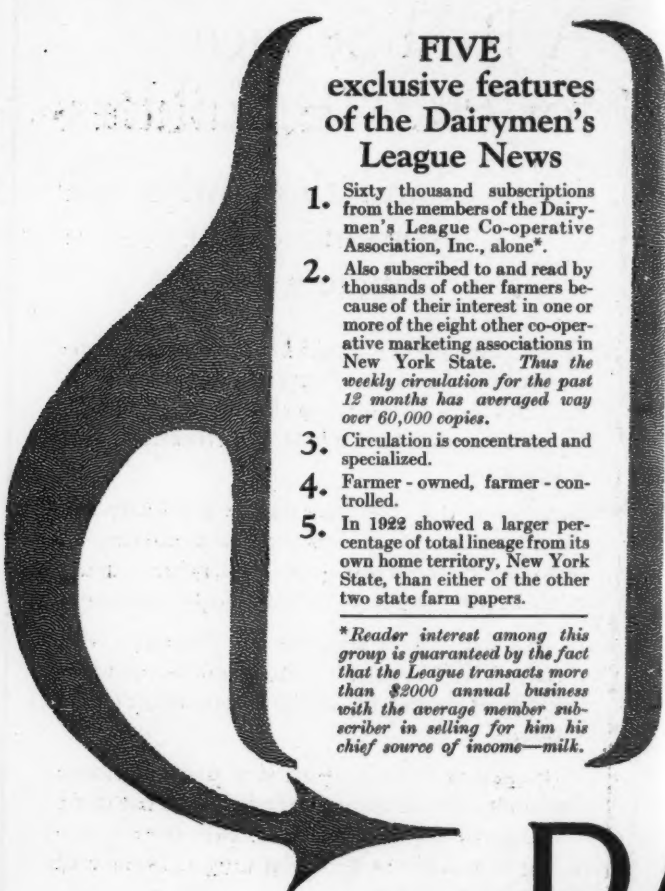
THE Architect's Small House Bureau, controlled by the American Institute of Architects, is conducting the Home Building Department in Hearst's International Magazine.

Because of the character of the authority behind this service which we are rendering to our readers, their responses have been unusual both in numbers and the intensity of interest.

In less than three months we have received nearly 6,000 communications from our readers asking for home building information of all kinds.

A magazine rendering such a distinct home building service to its readers opens the door of opportunity to advertisers who have something to sell to the man planning to build and equip a new home.


Hearst's International
A Liberal Education *Magazine* Norman Hapgood,
Editor.



FIVE exclusive features of the Dairymen's League News

1. Sixty thousand subscriptions from the members of the Dairymen's League Co-operative Association, Inc., alone*.
2. Also subscribed to and read by thousands of other farmers because of their interest in one or more of the eight other co-operative marketing associations in New York State. *Thus the weekly circulation for the past 12 months has averaged way over 60,000 copies.*
3. Circulation is concentrated and specialized.
4. Farmer - owned, farmer - controlled.
5. In 1922 showed a larger percentage of total lineage from its own home territory, New York State, than either of the other two state farm papers.

**Reader interest among this group is guaranteed by the fact that the League transacts more than \$2000 annual business with the average member subscriber in selling for him his chief source of income—milk.*



Farmers who advertise *their products*

THERE are nine big co-operative marketing associations in New York State—farmers who are organized to control their own business and to *advertise* their products. One association alone spends a million dollars a year in advertising.

The average farmer is in funds only when he has marketed his major crop.

The members of these organizations are business farmers. This group is as stable as any industry in the country. The milk business carries the overhead, but these men have other crops, so diversified as to insure a steady income all year.

The Dairymen's League News—farmer-owned, farmer-controlled—offers the best

means of placing your advertising message before these progressive farmers. The News is read thoroughly week after week by men who are directly and financially interested in the co-operative marketing movement.

In 1922 the News showed a larger percentage of total lineage from its own home territory, New York State, than the other two state farm papers.

These business farmers and their families form a year-after-year market for most of the necessities and luxuries of modern living.

If you will drop us a line, we will have a representative call, to tell you more about the remarkable things the farmers of New York State are doing.

Dairymen's League News

NEW YORK: 120 West 42d Street
CHICAGO: 1008 Otis Building

Phone—Bryant 6081
Phone—Franklin 5959

DAIRYMEN'S *League* NEWS

presents the new system by letter to its sales force in the manner of a real aid and help to them in their sales methods:

"You will be interested in knowing that we have found a method of using salesmen's green daily report cards in a way which should help each and every salesman to obtain more business.

"To make this new method a success, we require your full co-operation in carrying out instructions as to the proper filling out of daily report cards.

"In all cases where you have been unable to sell an account and where you will go back later, upon receipt of your report card to this effect, a letter will be written to the concern following up your call and advising that merchant definitely that you will call upon him on or approximately the date which you give us on the report card.

"We will also write you a letter advising you that we have written this customer and asking you to report to us if for any reason you are unable to get back to this town by the date mentioned in your report card, in which case we will ask you to give us a later date when you will follow up your call and endeavor to obtain the order.

"We will have a follow-up system here to keep a check on these report cards and if we do not receive an order from you on or before the date furnished us by you, you will receive a communication from us calling this to your attention and asking you definitely when you will solicit this account.

"In order for this system to work successfully, we must insist upon your answering all communications received from the Sales Department within twenty-four hours after the receipt of same.

"Daily report cards should be sent us from every account called on. In case you call on more than one merchant and your report card shows that you consider only one or two of these merchants as desirable, we will only write these one or two, whom you wish to work with, and will file the other report cards in the files for future reference."

When the salesman sends back his report card under the "Remark" column in addition to the sales resistance encountered there, the salesman tells whether he is going back on this particular trip and if so, the approximate date he will again solicit his prospect. In case he is not going back after him that trip, the "Remark" column contains the statement that he will not solicit, his reason for it, and a statement when he will solicit it again.

There are often cases when, though a salesman sells his prospect, he does not sell a quantity which satisfies either him or the home office. In case he sells a few items where he should have sold a full line, and he expects to go back to that town again on his trip, the information is also entered under the "Remark" column on his report card and the home office follows this up. This follow-up advises the customer that the salesman will call on him again and the approximate date that he expects to be there. The home office keeps following up these dates until the salesman ultimately calls upon his customer and sells him what appears to be a sufficient quantity of goods on the second bill.

By this method the company not only keeps in close touch with its men on the road and is able to help them meet problems as they come up, but is also enabled to handle its salesmen on the road in a more personal manner than the form letter and remind the salesmen of the cities that they have not yet visited. By going through the town envelop and "cities called on and not sold," the home office is able to use one of its many direct-by-mail methods of getting business from the prospects between the salesman's trips.

Selling the calls the salesman misses is a problem in a great many businesses. The Printz-Biederman method of handling the daily report slips enables the home office to go after these preferred prospects in an intelligent and helpful manner, and therefore without crossing wires with the salesman who is actually out on the road.

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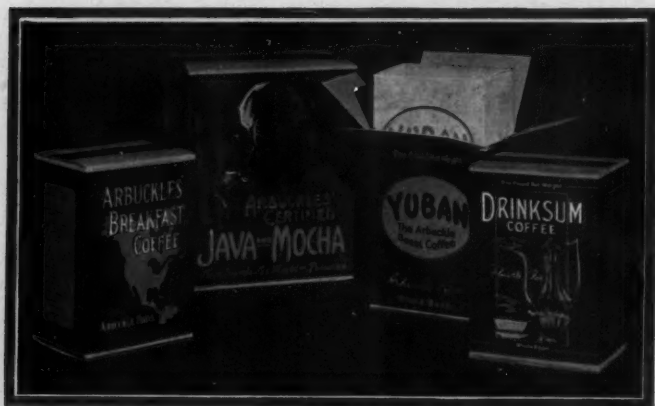
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ROBERT GAIR





PALMOLIVE—Quantity production on an enormous scale involved two questions: absolutely unvarying reproduction of package designs, and the reserve capacity to meet suddenly increased demands at once. Cooperation with Robert Gair Company has achieved a satisfactory solution of both these essentials.

ARBUCKLE COFFEES—Striking designs for this famous coffee family were not enough. The question of protection was paramount. Every bit of the original freshness and flavor is preserved in the special double cartons shown below.





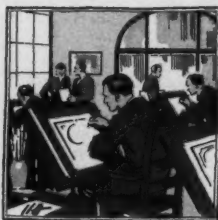
WASHBURN-CROSBY—Nine different flours—each with a distinct identity, yet each a part of the famous Washburn-Crosby line. Above are examples of how intelligent use of color and design has linked up each separate item with the prestige of the leaders. And each label-wrapped carton is non-sifting and moisture-proof.

PEARS—A wooden shipping case failed to protect the delicate soap-cakes from breakage, while their solid cardboard containers lacked display value. Today safe delivery and prominent display are assured by a specially padded fibre case and a strikingly beautiful Counter Container.





WE begin with the raw material. Our own plants manufacture every bit of stock used—and each successive step in producing the finished product is under our complete control.



EVERY product presents a different problem in design: what is right for a candy may be wrong for a coffee; the drug store's requirements are not those of the grocery. Our experience covers every type of packaged product—from soaps to safety razors, from flashlights to inner tubes.



UNRIVALLED mechanical equipment means unusual clarity and fidelity of reproduction. . . Here, then, in a word, is the essence of Gair service: complete facilities, careful analysis, *undivided responsibility*.

RELYING ON GAIR SERVICE ARE

The Great Atlantic & Pacific
Tea Company
American Sugar Refining
Company
Arbuckle Brothers
Lever Brothers
Reid, Murdoch & Company
Ward Baking Company
The Hills Brothers Company
General Cigar Company
Dwinell-Wright & Company

Hecker Cereal Company
Kirkman & Son
The Palmolive Company
American Chicle Company
National Biscuit Company
The Mennen Company
Chas. B. Knox Gelatine
Company
General Electric Company
Lehn & Fink
Bon Ami Company

The Borden Company
The Packer Manufacturing
Company
Colgate & Company
The Procter & Gamble
Company
The Fleischmann Company
B. T. Babbitt
Westinghouse Electric &
Manufacturing Company
The Franklin Baker Company

AND MANY OTHERS

ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO PHILADELPHIA BOSTON BUFFALO

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An Employees' Suggestion Contest That Helps Iron Out Operation Details

Employees Tell Company How to Better Working Conditions, Improve Service and Eliminate Needless Expenses

By J. V. Long

Advertising Manager, Equitable Gas Company, Pittsburgh, Pa.

ONE would naturally suppose that a large corporation engaged in public service would have all details of operation so ironed out that little ground would be left for improvement. Such is not always the case, however, as has been ably demonstrated in the Equitable Gas Company and Duquesne Light Company of Pittsburgh. This has been vividly brought out through the inauguration, some two years ago, of a plan whereby employees of the organization were encouraged to make suggestions which might tend to a betterment of the working conditions, the service, the protection of life and any other phase of public utility service which might come to their attention. The plan was conceived not only to improve the service but to develop initiative among the various employees.

Cash awards were made and in addition a notation was made on the service record of each individual submitting an award which would have, in the future, a direct bearing on that particular employee's opportunity for advancement.

As an indication of how the plan has operated a chart is attached covering the first two years of the plan. Due to the fact that a thorough understanding of what was desired was not had by the employees, the first three contests did not contain a great number of usable suggestions. However, the plan became more clearly understood and suggestions took a sudden jump. The plan of operation is simple. The employees were notified that such a

contest would be placed in operation, all of the suggestions received in a period of three months to be considered as one contest.

The initial plan was to offer prizes for four of the major ideas with a smaller award for each usable suggestion sent in. These prizes were graded from \$50 down, the four major prizes constituting \$100. After one year the number of prizes were increased to seven with the top prize amounting to \$75, and the value of the sub-major prizes increased to \$200.

A committee of three was appointed to judge the suggestions, composed of a representative of the president's office, a representative of the gas company and one of the light company. They, of course, felt that they were not competent to judge the value of a suggestion as presented, particularly where it related to some department with which they were not entirely familiar. In order also to give the contestant a better opportunity, each suggestion is referred to the department directly interested in that particular phase of the company's work. These replies are all held together and a meeting or several meetings of the committee held to take action on the recommendation of the various department heads who have passed upon them.

The suggestions when received by the chairman of the committee are signed with a fictitious name. The author of the idea accompanies his thought with a blank envelope in which is contained his name and the fictitious name used in the suggestion. As the suggestions are received a number is placed on the suggestion

and a corresponding number on the envelope containing the two names. When the suggestion is sent out to the department head he does not know who the author might be, which gives a much better opportunity for the author to get his thought over. After the suggestions have all been judged and those of most value given an award, the envelope containing the proper name is opened and the suggestion is then divulged.

For the two-year period every usable suggestion was granted an award of \$5, but with the inauguration of the third year of the plan two or three changes were made. The first of these was that the suggestions be given a monetary value according to the importance and availability of the suggestion. In the contest which closed June 30, the committee made awards as follows: One \$75 award, two awards of \$50, two awards of \$15, two awards of \$10, eleven awards of \$5, one award of \$4, eighteen awards of \$3, five awards of \$2 and six awards of \$1. This plan has really proved more profitable for the employees, because it enables them to gain some remuneration for ideas which would not have proved of value to the extent of five dollars, as in the previous contest, and they would, therefore, have been losers otherwise.

The second change made was to increase the size of the committee which would judge the suggestions and make the awards,

from three to seven members, inasmuch as it was felt that a wider variety of thought could thus be obtained. Some of the suggestions which have been received have proved of unusual value. It is true some slight outlay of money has been necessary in order to effect these changes, but this has been offset by the saving which has been the direct result. One case in particular required the expenditure of a couple of thousand dollars, but the saving for the year amounted to many times that sum. This has been true of every case where a cost of installation was incurred. However, the majority of the suggestions which have been prize winners have resulted in changes being made without cost to the company.

The company provides the funds necessary to meet the expenses of the contest, this being done for obvious reasons. The employees magazine, "Public Service," is used to announce the names of the winners, the editor making an effort to procure photographs of those to whom the main awards were made. Reprints of the article which appeared in the magazine are placed on bulletin boards throughout the system as a constant reminder that the suggestion contest is being carried on.

One might assume that such a contest would have its effect on the ordinary department routine in that the employees might desire to present their ideas in the suggestion contest rather than to a

department head. Such, however, has not been the case since the contest began and many new ideas have been placed before the officers without thought or consideration being given to the suggestion contest.

The mere fact that the

CHART COVERING FIRST TWO YEARS OF CONTEST

Period Ending	Number of Suggestions	Number of Prizes	Number of Awards	Total Amt. of Prizes and Awards
1921—				
6-30	150	4	10	\$150.00
9-30	200	4	17	185.00
*12-10	228	4	44	320.00
1922—				
3-31	580	4	67	435.00
6-30	753	7	119	795.00
9-30	660	7	88	640.00
*12-10	562	7	32	360.00
3-31	815	7	78	590.00
	3,948	44	455	\$3,475.00

*Period cut short in order to get vouchers in hands of employees.

The World



Expensive Advice!

A NEW YORK merchant recently authorized the insertion of his advertising in two morning mediums for 1924. He omitted THE WORLD from his list.

It so happens that THE WORLD has 47,000 more circulation directly in New York than these two newspapers combined, and the saving at the rate that this merchant pays is 37 cents per agate line!

Here is at least one instance where an advertiser could have had his cake and eaten it, too. He is starting the new year wrong.



MALLERS BUILDING CHICAGO PULITZER BUILDING NEW YORK FORD BUILDING DETROIT
MARKET AND THIRD STS. TITLE INSURANCE BLDG.
SAN FRANCISCO, CALIF. LOS ANGELES, CALIF.
SECURITIES BUILDING
SEATTLE, WASH.

contest has proved so successful in the twenty-seven months of its existence with no appreciable decrease in the suggestions, is clearly indicative of the extreme value of the contest in the minds of the officers, and they are planning to keep it in effect as long as it is possible to obtain ideas sufficiently meritorious to deserve an award.

Speakers Bureau of Associated Clubs Uses Case System

ASSOCIATED ADVERTISING CLUBS

OF THE WORLD

NEW YORK, Dec. 15, 1923.

Editor of PRINTERS' INK:

I have been very much interested in some letters that have appeared in recent issues of PRINTERS' INK and in the comments you have made on the use of the case system in presenting stories or reports of advertising and sales campaigns.

It might interest your readers to know that when the Speakers Bureau of the Associated Advertising Clubs was organized in the fall of 1922 by George W. Hopkins, chairman, it was his thought from the first that so far as possible the stories of advertising and sales campaigns should be told by the speakers addressing the Advertising Clubs in accordance with the case system.

This point has been strongly emphasized by Mr. Hopkins in correspondence to the speakers and I suspect it accounts in a large measure for the very great success which the Bureau has attained.

Mr. Hopkins studied law in his younger days and was admitted to the bar in Boston before he became a sales executive. He had opportunity, therefore, to understand the value of the case system in presenting a report of a sales and advertising campaign as he had learned to use this system in his study of law.

I might add, while I am on the subject of the Speakers Bureau, that we now have more than 1,000 sales and advertising managers and other executives throughout the country who are co-operating with us admirably in the carrying on of this Speakers Bureau work. These men send us the itineraries of their trips when they have occasion to travel about the country in connection with their own business and information as to their traveling plans is furnished in advance to the advertising clubs in the cities they visit. This gives the clubs the opportunity of inviting these men to address their weekly luncheon meetings. We are sending out approximately 1,000 offers of engagements to the 270 advertising clubs each month.

*See PRINTERS' INK of November 22, Page 188, "The Value of the Case System," and December 6, page 144, "The Case System Has Another Advocate."

The result is that the Bureau is contributing much in getting before the clubs not only more speakers but better speakers than they have been accustomed to hearing when they were dependent solely upon their own efforts.

Also, as a result of this work, several districts in the association have organized smaller bureaus to carry out the same idea within the district and in co-operation with the Bureau at national headquarters. The Pacific Coast Advertising Clubs Association, which is our Fourteenth District, has a very fine bureau in operation under the general chairmanship of Don Francisco, president of that association. This bureau is operated by C. M. C. Raymond, the executive secretary of the Advertising Club of Los Angeles.

The Speakers Bureau is not particularly interested in orators, but we are extremely interested in getting before the clubs straight-from-the-shoulder talks by men who have demonstrated their ability to handle sales and advertising problems and to present their stories so far as possible by the case system.

It is gratifying to us to see from comments that are coming in from day to day, that this is precisely what the clubs want.

ASSOCIATED ADVERTISING CLUBS
OF THE WORLD,

EARLE PEARSON,
Director, Speakers Bureau.

Museum of Art to Hold Annual Industrial Exhibit

The Metropolitan Museum of Art, New York, will hold its eighth annual exhibition of industrial art from January 14 to March 2. The purpose of the exhibition is to show the use made of the Museum by manufacturers and designers in preparing their current output, members of the staff being delegated to work with industrial producers. The exhibition last year included 627 objects, the work of 237 firms and designers.

F. R. Arnold & Company Appoint Lyon Agency

F. R. Arnold & Company, New York importers, have appointed the Lyon Advertising Agency, Inc., New York, to direct a campaign on Fracy toilet articles. Color advertising in magazines and rotogravure space in New York newspapers are being used in this campaign, which features the Fracy Personal Fragrance package.

New York "Herald" Appoints H. B. Fairchild

Hubbard B. Fairchild, who has been with the Frank A. Munsey Company for a number of years, has been appointed advertising manager of the New York Herald. He recently has been Chicago representative of the Munsey magazines in the Western territory.



85%

of the circulation of
**THE NORTH AMERICAN
PHILADELPHIA**

is delivered to the *most*
substantial homes

in the **PHILADELPHIA TRADING
AREA**
(the richest territory in the United States)

THE Philadelphia Trading Area comprises a population of Five Million and a Half of the most domestic, home-loving people in the United States.

The newspaper that has the greatest percentage of its circulation home-delivered in such a community wields the greatest influence.

85% of the Circulation
of THE NORTH AMERICAN is

delivered to substantial homes in this prosperous Trading Area.

Such a circulation counts. For, it is in the home that decisions concerning the purchase of articles advertised in THE NORTH AMERICAN are made.

The advertisement of your goods in THE NORTH AMERICAN will reach the most receptive minds in this richest territory in the United States.

Its Character Creates Confidence

THE NORTH AMERICAN PHILADELPHIA

New York
John B. Woodward Woodward & Kelly
110 E. 42nd St. 811 Security Bldg.

THE OLDEST DAILY
NEWSPAPER IN
AMERICA — 1771

Detroit
Woodward & Kelly
408 Fine Arts Bldg.

San Francisco
R. J. Bidwell Co.
742 Market St.



"Marshall Field & Company in the bulk of its advertising makes an appeal to women between the ages of eighteen and thirty, cognizant that this is the period when women not only have great influence over their elders in the selection of goods, but have become more stable in their judgment of values."

G. R. SCHAEFFER,

MARSHALL FIELD & COMPANY, Chicago.

INFORMATION about the buyer is most valid when it is gathered at first hand.

The merchant who meets his buying public face to face knows the market for a product even better than the manufacturer who makes it.

Retailers everywhere for all kinds of merchandise are almost unanimous in asserting that *Youth will be served*.

Photoplay has gathered their testimony the country over. Perhaps the comprehensive information we have compiled may serve you to a better knowledge of the part that Youth plays in the sale of *your* product?

PHOTOPLAY Definitely Offers Predominant Sales Influence With Youth

SUCCESSFUL selling organizations are not only well grounded, but well rounded.

Most well-rounded selling forces include on their staff certain specialists who, out of their experience, their knowledge of their territories or their unique personalities, are equipped to do exceptional jobs exceedingly well.

Photoplay, predominant with the 18 to 30 age group, is the specialist on your advertising staff to send as emissary to Youth.

Photoplay is outstandingly the magazine to reach those younger people who are your livest prospects and who both require and expect special consideration.

PHOTOPLAY MAGAZINE

Predominant with the 18 to 30 Age Group

JAMES R. QUIRK, Publisher

C. W. FULLER, Advertising Manager

50 N. Michigan Avenue
Chicago

221 West 57th Street
New York

127 Federal Street
Boston



50,658 Tons of Rail— A New Monthly Record

DURING November, 50,658 tons of rail was produced at the Steel Plant of the Tennessee Coal, Iron and Railroad Co.,—the largest month's production in the history of the industry. Five other divisions of the United States Steel Corporation, upon whose bi-weekly pay-rolls 100,000 Birmingham District people are dependent, smashed all production records during November. The News, too, is breaking all records for Alabama newspapers, with more than 75,000 daily, more than 83,000 Sunday, net paid circulation. November was a record-breaking month all around in Birmingham—the best try-out city in the South.

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.
New York

J. C. HARRIS, Jr.
Atlanta

KELLY-SMITH CO.
Chicago

Commerce Bureau Answers Nearly a Million Requests for Information in Year

Highlights in the Annual Report of the Bureau of Foreign and Domestic Commerce

Special Washington Correspondence

UNDoubtedly, Dr. Julius Klein has done more than any other Government official to take the curse of dulness from Government reports and other publications. As Director of the Bureau of Foreign and Domestic Commerce, he has just issued his report to the Secretary of Commerce, a volume of 170 pages, detailing the Bureau's activities during the fiscal year which ended June 30, 1923. And the outstanding feature of the book is the exceptionally interesting manner in which its innumerable facts are presented.

To American manufacturers who have not yet begun to develop an export trade the book will present a convincing picture of the opportunities offered by foreign territories and the effective governmental machinery maintained to assist in the development of foreign business. Manufacturers and exporters who have already developed a profitable trade abroad will find the report no less valuable, for in reviewing the major activities of the thirty divisions of the Bureau, it offers many suggestions as to how the various elements of the service can be used more extensively and profitably.

Possibly, Dr. Klein had this in mind when he arranged his material. His first paragraph deals with outstanding results and developments of the Bureau's work, and, in every instance, the statements of results are translated into terms relative to the exporter's own interests.

The increasing value of the Bureau's service to American commerce is indicated by the fact that 972,702 individual requests for information and assistance on trade problems were received and

answered by the Bureau during the year. This is an increase of about 65 per cent over the previous year.

The report then states that the average cost to the Government of handling these assignments or cases, was about \$2 each, and comments on the fact that there is no way of estimating in dollars the total value of the service thus rendered to the merchants, manufacturers, farmers, and other producers and distributors of the country.

PREVENTIVE VALUE

"In thousands of cases," the report continues, "the monetary yield took the form of large savings effected through preventive measures based on the Bureau's data regarding unfavorable market conditions, wasteful trade practices, sterile sales methods, foreign tariff difficulties, etc. The savings thus achieved by the prevention of waste in merchandising undoubtedly ran into many millions of dollars. Although this significant item cannot be estimated in figures, it is possible to present a few typical instances of a more tangible, constructive character indicating specific achievements."

The report then itemizes a number of successful sales, ranging in amounts from a few thousand dollars to nearly a million, resulting from information furnished by the Bureau. It also mentions specific instances of savings due to the assistance given by members of the Bureau's vast organization. Of course, the illustrations given are only a very small part of the total number received during the year.

The report credits the co-operation extended by other Government organizations, both at

home and abroad, and, after mention of the general publications issued by the Bureau, lists all of the special reports under headings of major manufactured products.

A notable extension of one of the most valuable forms of the Bureau's service is indicated by the statement that the number of confidential and special trade circulars sent out during the year was 1,065,006, comprising 1,184 separate statements, as compared with about 350,000 copies, involving 744 separate statements, for the preceding year.

As the most notably constructive work of the division of commercial intelligence, the development of the Directory of Foreign Buyers is reported.

This directory now contains approximately 100,000 detailed reports, covering all necessary information which the American exporter requires for a sales contact in various foreign countries. It is being revised continually, in order to keep it up to date.

In his introductory notice, Dr. Klein states that a notable advance has been made in the quality of the Bureau's statistical service, both in speed and in the presentation of figures in more usable form. He also mentions that contacts between the bureau and those whom it serves in business have been made more direct and helpful by a number of valuable innovations—new serial reports on foreign conditions in twenty-six special trades or commodities, the broadcasting of trade data by radio, and a material strengthening of the Bureau's corps of expert commercial advisers in foreign countries and in the various offices in this country.

He also states that, for the first time in its history, the Bureau undertook, in March, 1923, an extensive study leading to the improvement of American import trade. This is the so-called raw material survey, which has for its purpose the analysis of conditions affecting certain essential imported commodities now produced under foreign monopoly. Elsewhere in the report it is stated

that these special investigations are being made to determine all facts regarding the sources of rubber, nitrogen, sisal, and tanning extracts, besides other less important products, and that the work should be productive of notable results of value to manufacturers and farmers.

A survey of foreign markets for American agricultural implements was begun, and other surveys of importance during the year covered the world's market for pumps and farm lighting plants, foreign food laws and regulations affecting imported products, methods of handling American lumber imports abroad, the best methods for packing for export, and a program for the reduction of theft and pilferage.

Many other subjects, both in the way of present achievements and activities are handled in the report, and all are of special interest to active and prospective exporters.

Fred E. Eriksen Joins Cramer-Krasselt Company

Fred E. Eriksen has joined the staff of The Cramer-Krasselt Company, Milwaukee advertising agency. Mr. Eriksen was at one time advertising manager of the Creamery Package Manufacturing Company, Chicago, for three years directed the advertising department of the Olsen Publishing Company, Milwaukee, and recently was vice-president and general manager of Dairy Products Merchandising, Detroit.

North & Judd Account for Greenleaf Agency

The North & Judd Manufacturing Company, New Britain, Conn., Anchor Brand hardware products, wire and sheet metal specialties, etc., has appointed The Greenleaf Company, Boston advertising agency, to direct its advertising. A general selling campaign is planned beginning January 1.

Starts Art Service at New York

Raoul Barre has started an art service in association with the Weinrod Studios at New York. Mr. Barre, who was at one time art director of George Batten Company, Inc., recently has acted as a free lance artist.

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Quality of Editorial Contact is the Measure of Advertising Influence



*Mr. Charles Ireland
past president
of the
National Retail
Hardware Association*

In introducing Llew Soule, editor of *Hardware Age*, to 2,000 retail hardware dealers at the Winchester Convention in Chicago, June 27, Mr. Ireland said:

"To those of us who have spent our entire lives in the hardware business, *Hardware Age* has become almost our Bible. It is necessary to our business and I know its editor, Mr. Llew Soule, has a message for you and for me this morning."

Hardware Age has spent 68 years in the hardware business, in which time it has built up an *intimacy of contact* with the real men in the hardware trade that comes only after years of friendship and has priceless goodwill value.

It is this close relationship of *Hardware Age* with hardware men that makes its advertising pages an unequalled means of actual trade contact for the manufacturer.

HARDWARE AGE
239 West 39th Street, New York City

Member A. B. C.

Member A. B. P., Inc.





THOS. OSACK CO.

extend to you
their cordial Christmas
Greetings and sincere
good wishes for your
happiness in the
New Year

PRINTING SALESMAN

"One who has a thorough knowledge of the Graphic Arts and the intelligence, enthusiasm and energy to apply his knowledge unremittingly to the needs of his customers."—

THE GOLDMANN DEFINITION.

Goldmann has a place for one more man who measures up to this description—a man who can get the most for his customers out of Goldmann's vast experience and unlimited equipment. This is a chance for a life-time association with opportunity limited only by the ability of the right type of man.

If you are such a man, get in touch with us; or if you know such a man, do both him and the Goldmann Company a favor by calling this to his attention.

[Communicate only by letter. Your communication will be held confidential.]

ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET NEW YORK CITY
Printers Since Eighteen Seventy Six
TELEPHONE FRANKLIN 4520



How American Advertisers Change Their Canadian Copy

Factors That Necessitate Changes—How Some American Manufacturers Are Conforming Canadian Campaigns to Fit Different National Conditions

By Bertram R. Brooker

DO you use the same copy in Canada as in the United States? If not, why do you consider it necessary to make alterations? If alterations are made, is it because of differences in (1) the size of the market; (2) the methods of merchandising; (3) the buying habits of the consuming public; or (4) the history, institutions, customs, language and modes of thought of the people of Canada?

These are some of the questions I recently asked a score or more of executives of Canadian manufacturing concerns that are subsidiary to or affiliated with parent firms in the United States. All of these men were agreed that the differences in the conditions and customs of the two countries, although sufficient to necessitate changes in advertising copy, are too intangible to permit of clear definition. Finally I happened upon a man who expressed the subtle distinction rather aptly.

"An experience of mine with the radio," he said, "is the best illustration I can give you. Some time ago a friend of mine who has a receiving set invited me over to 'listen in.' The 'static' was bad that night and we got nothing very clearly. After a while we picked up something that sounded, at first, like an orchestra—very faint and far away, playing a familiar air. It grew clearer and we could tell that it was voices—a big chorus—or, more probably, a whole audience.

"That must be Montreal or Toronto," I said to my friend.

"I don't think so," he replied. "Too far away."

"Well, it must be in Canada," I retorted. "They're singing 'God Save the King.'"

"D'you think so?" he queried. "I can't hear the words. But they sing 'My Country 'Tis of Thee in the States to the same tune.'"

"And sure enough, a few moments later a voice announced the station. Those voices were being broadcast from Philadelphia."

The narrator of the incident paused and glanced inquiringly at me. "Do you see what I mean?" he asked. "The tune is the same; but the words are different. Unless you got pretty close and listened intently you wouldn't be able to tell which anthem an audience was singing. And it's the same with selling. Broadly speaking, the two countries have identical selling conditions. Merchandising methods are essentially the same, and the two publics respond to pretty much the same appeals. It is the similarities which fool us when we first open up in Canada. We are apt to think that everything that 'goes' in the United States will 'go' in Canada. After a while we realize that although the selling 'theme' may be identical, and the instruments on which it is played—by which I mean methods and mediums—may be of similar character, the words—the copy and illustrations—must often be changed, if they are to be completely effective."

It is usually something quite inconsequential or intangible that brands an advertisement "American" in the eyes of the Canadian; and it is precisely because these distinguishing marks arise from differences of taste or habit or speech that are so difficult to classify or reduce to rule, that they continue to handicap the manufacturer whose advertising department is not intimately acquainted with the "tone" of Canadian life.

The method of merchandising adopted in Canada by most United States concerns has undergone considerable modification in recent years. Formerly, the usual practice was to sell through manufacturers' agents or large wholesale distributors in the principal centres. The advertising, if any, normally consisted of booklets, posters or publication copy (in the form of plates) imported into Canada and used without change, except for the addition of the Canadian distributor's name and address.

Although a certain amount of business can be satisfactorily done—and is still being done—in this way, there is a growing tendency on the part of United States manufacturers to enter Canada whole-heartedly, incorporate a company under its laws, elect a Canadian directorate, and build or purchase a factory operated largely with Canadian capital and personnel, thus earning the right to use the "Made-in-Canada" slogan and enabling them to compete with Canadian concerns in their own terms on their own soil.

Many examples of this increasingly prevalent practice might be quoted. Every year a number of such subsidiaries are established, and the extent to which they are Canadianized may be gathered from the fact that many of them invest their profits in Canadian bonds and securities.

One of the most important recent incorporations of this sort was the organization of The Parker Fountain Pen Co., Ltd., Toronto, the tactics of which in the Canadian market have been typical of the policies now most frequently pursued by large Amer-

ican firms in the Dominion. Previous to incorporation in Canada, the parent company had scarcely scratched the fountain pen market of the Dominion before it was discovered that a firmly entrenched competitor (also American, but so long "naturalized" that its product is accepted as purely

Exide

MADE IN CANADA
BATTERIES



**Who decides for you
what battery to buy?**

When that unpleasant moment arrives that you have to leave a new battery, how do you go about getting one? Do you buy the first one you see, without regard to make or reputation? Do you accept one that is "just as good" as one you know about, on a "paper guarantee" or at "a price?"

A battery is an important matter to your safety, your comfort and your pocketbook that you ought not to be sold one, you ought to buy one. Most men are not technically trained. If you are, consider an Exide Battery critically. If you are not versed in physics, separators and the other things that go into a battery, you may wish to consider the following facts:

Exide was the first battery to be put into an identification car (1911). Today over one half the automobiles' loads equipped with Exide thus with any other battery.

An Exide for your car costs little if any more than any other separate battery, but it outlasts ordinary batteries so much that it has earned the title of the long-life battery. This makes it a true economy as a different-and-sure thing. Its unsurpassing power and constant service make it a big asset to your car.

Since you will inevitably need to replace your present battery, please yourself now to get a rugged Exide one that will serve.

EXIDE BATTERIES OF CANADA, LIMITED
TORONTO

THE LONG-LIFE BATTERY FOR YOUR CAR

THE DIFFERENCES MAY BE HARD TO FIND BUT
THEY COUNT

Canadian), had secured an overwhelming preponderance of distribution. The Parker people also saw traces of the unsuccessful attempts of other United States pen concerns to create demand "from the outside" in the face of this formidable competition. They determined that if it was worth while going into the Canadian market at all it was worth going in "up to the neck." Without further delay they organized a Canadian company, leased a factory in Toronto, secured as managing-direct-

(Continued on page 93)



Fifty-one weeks a year we take space in this publication to blow our own horn, develop trade and otherwise pursue our private ends. ¶ This week we decline to be advertising printers seeking whom we may devour. ¶ We lay aside the gentle word to decoy the unwary. ¶ In a voice real and human we salute our friends and wish them all a Merry Christmas and a Happy New Year.

Charles Francis Press

Printing Crafts Building
461 Eighth Avenue, New York

Planning Advertisi



THE aim of the industrial advertiser is to select mediums that reach the greatest possible number of "key men"—the men who purchase or influence the purchase of machinery, equipment and supplies.

There are limits as to the number of these men any one publication can logically be expected to reach. If the group is so large that it includes men of diversified interests, the editorial pages will lack that intimacy essential to real reader contact.

The "key men" of the textile industry—the country's second largest manufacturing group—control the ex-

g the Industrial ising Campaign

penditure of a huge sum of money—ten million dollars a week. The men who spend 90% of this money read **TEXTILE WORLD**.

These men meet on a common ground. They think along the same lines on questions of manufacture, management, distribution, finance, etc.

Furthermore, each finds in **TEXTILE WORLD** not only reading matter of interest to all textile men, but market reports, news items, etc., relating to his own special phase of textile manufacture.

We believe that the readers of **TEXTILE WORLD** constitute one of the largest as well as one of the most homogeneous groups of **BUYERS** it is possible for an industrial advertiser to **REACH** in one publication.

At your request, one of our representatives will gladly cooperate with you in planning your campaign.

Textile World

Audit Bureau of Circulations
Associated Business Papers, Inc.

334 Fourth Ave., New York

An Effective Aid in the War on Selling Costs!

In a publication recently issued by the A. N. P. A., the following statement is made:

"Anything that the manufacturer can do to help the retailer make rapid and constant sales, is another contribution to the war on selling costs."

Of all the sales aids offered retailers, none is more welcome than attractive display containers. There is a sound reason for this. Merchandise effectively displayed sells itself and gives the dealer quicker turnover.

Brooks Display Containers (patented) set solid on the counter and give maximum display space for attractive color work. They are also the most easily handled, as well as the most economical, due to their extreme simplicity.

We will gladly furnish ideas, dummies and estimates for a display container for your product, free of any obligation.

BROOKS BANK NOTE COMPANY
Springfield, Mass.

New York

Philadelphia

Boston



BROOKS DISPLAY CONTAINERS

*Lithographed Folding
Boxes, Labels,
Window Display
Advertising,
Commercial
Stationery*

Patented

tor a Canadian who was well known to the trade through fifteen years' connection with a competitive concern, and commenced to produce Parker Duofold Pens entirely on Canadian soil.

This typical instance is mentioned because, although the changes made in the Parker advertising in Canada appear very slight on the surface, they are highly important—important enough, indeed, to warrant a big outlay for organization and establishment—involving very delicate, but very necessary, changes in policies, methods, mediums, etc., amounting, one might say, to a change of skin.

It is of little use to put "Made-in-Canada" on labels if the advertising constantly betrays—even by an odd word or two—an allegiance to the whole structure of tradition, the massed convictions, prejudices and enthusiasms peculiar to the people of the United States. It is often impossible, even if it were desirable, to disguise the connection with a parent company across the line; but it is possible, and indeed, imperative, when thus embarked with the flag of the British Empire at the masthead, so to speak, to adopt the idiom of its citizens, to enter into their enthusiasms, their prejudices, their traditions. Otherwise, it is better to make no pretense of doing business upon Canadian soil.

Actual figures, however, indicating the dollars-and-cents advantage of establishing a Canadian branch factory, were furnished me by one concern which until lately had carried advertising in both Canadian and American publications giving an American address in both cases. Keyed inquiries from Canadian publications showed an increase of over 100 per cent, and inquiries through American publications (with overflow circulation in Canada) showed an increase of over 30 per cent, when this firm advertised a Canadian address.

The moment one attempts to reduce to a formula the changes in copy necessitated by the conditions cited above, the realization is

brought home that the problems of merchandising in Canada can be solved only by the methods used in entering other sectional markets on this continent, or, for that matter, in other parts of the world. The individual problem of each manufacturer is a study in itself. Some firms in the United States have failed to extend appreciably the market for their goods within the borders of their own country because of faulty market analysis, or no market analysis at all. Similarly there are manufacturers in the eastern provinces of Canada who have met with little success in the western provinces because they depended on general knowledge of conditions instead of investigation into factors affecting the sale of a specific product.

GOOD AND BAD CASES

Some United States manufacturers enter Canada as though it were "just another State," without any preliminary investigation, and even without realizing that investigation is necessary. Others, on the contrary, display a closer knowledge of Canadian market conditions and a more comprehensive grasp of Canadian psychology than is sometimes possessed by Canadian firms, long familiar with the territory.

As examples of the two extremes, I may mention the expenditure in Canada by an American concern of a \$90,000 appropriation which did not include a single French-language publication, although one-third of the population of Canada speaks French; while, on the other hand, the detailed knowledge of Canadian market conditions in a certain line, possessed by an American concern which proposed to enter Canada, was a complete eye-opener to an established Canadian manufacturer in the same line, who was completely ignorant of many of the facts thus brought to his attention. He was thoroughly startled when an executive of the American company was able to estimate his annual volume of sales, amounting to nearly

\$500,000, within \$10,000 of the correct figure, by reference to data gained through scientific analysis. Similar information regarding the turnover of his competitors had also been accurately compiled, and this United States concern, entering Canada some years ago with a thorough knowledge of conditions, has since been extremely successful.

Analysis of the Canadian market will reveal certain constant and inconstant factors which noticeably affect selling and advertising methods in that country. The constant factors are more or less obvious and may be dismissed without much comment.

A thorough knowledge of the geography of a country is the first essential in planning the establishment of export business. One American machinery manufacturer spent a considerable sum in Canadian publications before he awoke to the fact that ignorance of geography had not only made his copy appear ridiculous, but had probably lost him many substantial orders. His advertisements invited farmers to "call" for demonstrations at points separated by hundreds of miles from the districts in which his copy appeared. A different method of reaching outlying sections was evolved and this firm's advertising has since produced excellent results.

The seasons in Canada do not exactly coincide with those of the United States, nor do they begin and end at the same time, nor reach such marked extremes, in various parts of Canada. The climate of the extreme east of Canada most closely resembles that of the prairies, while winter weather in certain parts of Ontario almost duplicates the mildness to be found in British Columbia.

Special holidays vary greatly in the two countries. In the Province of Quebec there are many religious festivals when stores and business houses are closed, which are not observed elsewhere in Canada. Thanksgiving Day is approximately a month earlier in the Dominion than in the United States, necessitating earlier prep-

aration of copy for this holiday if the same copy themes and artwork are to be utilized on both sides of the line.

Weights and measures are not identical in both countries. The Canadian gallon, to mention only one difference, is one-fifth larger than the American.

ALL FRENCH IS NOT ALIKE

The status of the French-Canadians is often misunderstood even by those who realize the importance of appealing to them. This is illustrated by an address given by the sales manager of an American drug concern before a convention of Quebec druggists, in which he alluded to his firm's advertising in the French press as being conducted in "foreign language newspapers."

French as it is spoken in Quebec is by no mean identical with the language spoken in France. And unless scrupulous care is taken in translations, the effect of an advertising campaign is to evoke derision rather than to build prestige. A single word sometimes betrays one's ignorance, and the term "Toronto French" is often applied with a knowing smile to the advertisements designed to interest the people of Quebec.

While on the subject of language, it may be well to mention that although a great deal of the slang of the United States passes into the native speech of Canada, chiefly through the visits of vaudeville artists and the sub-titles of movie comedies, much of it remains foreign to the Canadian ear. In any event it is invariably a matter of six months or a year late in permeating the conversation of the people of Canada.

Peculiarities of landscape, styles of architecture, uniforms, and other distinctive features of the "outdoor scene" often necessitate changes in American illustrations run in Canadian mediums. In a recent campaign for Perfection Oil Heaters it was deemed advisable to delete altogether an advertisement headed "From Palm to Pine" because the palm trees immediately suggested the Southern

A World's Record

It is believed that the Friday, December 14, issue of The Star of 70 pages established a World's record. Never before in the United States had the regular week-day issue of a newspaper exceeded 64 pages.

The paper contained over 429 columns of advertisements, the voluntary announcements of National advertisers, Washington merchants and the general public, and was printed in the regular course of business without special effort or solicitation.

It is thought that in no city in the country has advertising been developed to a higher plane.

The Star's policy for years past of rejecting all undesirable advertising had borne fruit and the honest advertiser and the Washington public have been the greatest beneficiaries.

The issue of this great newspaper in the regular course of business was done entirely in the Star's own plant and the paper printed and circulated on regular schedule time.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

New York Office
Dan A. Carroll
110 East 42d Street

Chicago Office
J. E. Lutz
Tower Building

Low Rate— *per line?* *or per sale?*

By extending its uniformity of rate for national and local advertising to classified advertising, the January Rate sheet of the *Boston Evening Transcript* becomes practically unique.

A higher rate for National advertising is, in effect, a subsidy to the local advertiser.

Yet with this subsidy absent in the case of the *Boston Evening Transcript*, local advertisers—who are on the spot and know relative values by the cost per sale rather than the cost per line—continuously increased their purchases of space in 1923 over preceding years.

Boston Evening Transcript

Highest Ratio of Buyers to Readers

National Advertising Representatives

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

and Western States. The balance of the illustrations and much of the copy in this campaign ran in Canada untouched.

More radical changes were made in the Canadian plates for a recent Exide Battery campaign. Each of the advertisements in this campaign depicted a landscape or street scene, crowded with speeding cars. Many of the illustrations were adaptable to Canadian conditions; but the architecture, the trees and the distinctive appearance of the more expensive and "sporty" cars in four of the series, seemed too emphatically American. They were altered very carefully, so as not to disturb the artistic continuity of the series, and actual Canadian scenes were substituted. One was an adaptation of a view of Citadel Hill, Quebec City; another showed the new Parliament Buildings in Winnipeg; another the provincial Government House at Toronto; and another a street approaching the harbor at Halifax, well known to thousands of Canadian soldiers who embarked for overseas at that point.

Canadian postmen are not uniformed as they are in the United States; neither are the mail-boxes the same. Much of the illustrative matter in the advertising of Waterman Pens, which often features postmen and mail-boxes, is changed on this account; and the same is true of other campaigns where these features occur.

As an example of how slight and yet how important some of these minor differences may be, I have only to mention the advertising of Community Plate. A booklet on "Correct Service" has been a feature of the consumer advertising for this product on both sides of the line for some years. Each year the illustrations and copy for the Canadian edition are carefully scrutinized by the social secretary and the head butler of one of Canada's leading households. In the United States edition the description and illustration of a dinner table, correctly set, does not include fish knives and forks, although the lack of

them in Canada would be hopelessly "incorrect." In Canada, on the other hand, it is not "correct" (though often done) to set a dinner table with bread and butter plates, though their absence, in the United States, would be conspicuous.

A COMMON MISTAKE

Among the inconstant factors there is one that crops up so often that it might almost be grouped with the constants. It arises from the fact that many United States products which have long passed the "introduction" stage in their own country must be treated, from the copy standpoint, as a new product in a virgin market when they seek distribution in Canada.

For instance, in 1917 the Carnation Milk Products Co. bought out a condensed-milk manufacturer at Aylmer, Ontario, and started to get distribution for evaporated milk in Canada. The copy appearing in the United States at the time for Carnation milk was wholly unsuitable for Canada, for the reason that while evaporated milk has been a heavy seller in the United States for some years, it was little known and a poor seller in Canada. The problem in the northern country was not to sell Carnation in competition with other brands of evaporated milk; it was to sell the whole idea of unsweetened, evaporated milk to a nation that was buying sweetened, condensed milk; and that only for picnics, camping and babies.

In other words, the market was young, and the introductory copy which had been used in the United States ten years earlier was closer to the market requirements than the copy at that time appearing in American publications.

The Raybestos advertising is another example of copy variation due to the "youth" of the Canadian market in respect to a product well established in the United States. In 1922 only about one-tenth of the American campaign for this concern was devoted to Chatterless Transmission Lining,

while in the same year two-thirds of the Canadian advertising featured this product. This difference in copy policy was due to the fact that Chatterless was little known in Canada, supplemented by such considerations as the higher percentage of Fords in Canada, the tariff, and the difference in marketing conditions.

A further instance of how concurrent campaigns vary on opposite sides of the line is furnished by the activities of the Willys-Overland people. In common with many other automobile concerns, they manufacture many cars for foreign export in their Canadian plant, owing to the preferential tariff. Some time ago they produced a car for the British market, and made such a decided hit with it across the Atlantic that they determined to bring it out in Canada, which they did, under the name of the Bluebird—a model unheard of in the United States. Some months later they added some "de luxe" features to this car and introduced it in the United States as the Redbird. After a further lapse of a few months they brought out the Redbird in Canada, selling at a higher price than the Bluebird on account of the added refinements.

Also under the heading of inconstants comes the matter of prices. Owing to duty and transportation, products are often priced higher in Canada than in the United States. On the other hand, once a Canadian factory is established, the product made in the Dominion can usually undersell the imported article.

Differences in competitive conditions in the two countries is another of the inconstants which affect copy policy. An example is furnished by the match industry. In the United States, I believe, there is no advertising of matches. In Canada three concerns are active advertisers, one of them the subsidiary of an American concern which, owing to competitive conditions, finds it advisable to stimulate demand in this way, although it is not the policy of the parent firm.

Finally, among the inconstants, ranks the personal equation. Copy changes are occasionally made in Canada, not because of any real or supposed differences in the national psychology or in marketing conditions, but because the Canadian manager or distributor or advertising agent has his own ideas about the advertising of the product. The Raybestos advertising in the United States, for instance, sometimes depicts the dangers and the adverse side of motoring. In Canada no "fear" copy of any kind is used; not because of any supposed difference in the reactions of the two publics to this kind of appeal, but purely on personal grounds.

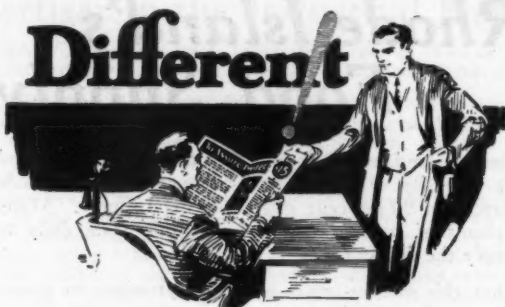
Such changes are sometimes advantageous and sometimes the reverse. A large automobile manufacturer has recently adopted the practice of running almost identical advertisements in both American and Canadian magazines, voicing the opinion that in this way he achieves closer tie-up with the overflow circulation of American magazines in Canada.

On the other hand, Canadian copy ideas are sometimes adapted by the parent companies in the United States. In 1916 the advertising of Delco Lighting Plants was very dissimilar in the two countries. The Canadian concern believed that lengthy copy was needed to explain to farmers the advantages of a comparatively new type of equipment, and they believed that farmers would read it. Before long the United States concern followed the same copy principle and utilized some of the actual copy. Similar instances of Canadian ideas being adapted in American advertising could be quoted from the history of Beaver Board, Community Plate, Hatchway Underwear and other products.

J. F. Clement Joins Portland "Telegram"

J. F. Clement has joined the Portland, Ore., *Telegram*, as service promotion manager. Mr. Clement was formerly with the Hudson Bay Fur Company, at Calgary, Alberta.

Different



Notice the piece of direct mail literature in the hands of the man sitting at the desk.

That is a Cleveland fold.

At the right hand is a narrow page that stands out boldly. Whatever is shown on that page will attract the attention of everyone opening the folder.

The printed message given in an unusual way will always strike home just as surely as a telegram. That is why thousands of advertising men are taking advantage of distinctive Cleveland folds. They enable them to present a sales story in a different way.

You can easily put a new punch into your sales literature by using some of them.

Being made by machinery just as easily, quickly and inexpensively as any ordinary fold, those attention-getting folders cost you no more than you pay for the every day type of folder.

In addition to the distinctive folds, the Cleveland also makes all the other kinds of folds. In fact—

The Cleveland will fold anything that any folding machine can fold—and make a great many folds that none of them can make.

THE CLEVELAND FOLDING MACHINE CO.

1929-1941 East 61st St.

CLEVELAND

OHIO

Rhode Island's Food Supply

Rhode Island, noted for its density of population and the diversity of its industries, depends upon outside sources for 90 per cent. of its total food supply. Many carloads of food are shipped into this State daily to supply the demand.

Thus this market offers great opportunities to manufacturers and producers of food products. The population is served through 1800 retail grocery or delicatessen stores. These stores are served by 22 wholesale grocery and 25 Produce dealers with Providence as the distributing center.

The Providence Journal and The Evening Bulletin

with a combined circulation of 96,496 (93 per cent of which is unduplicated) offer complete coverage of the Rhode Island market at one cost, so necessary for the success of any advertising campaign.

Rate 21½c a line flat

Our service department will be glad to furnish information regarding any particular line in this market.

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

BOSTON

NEW YORK

CHICAGO

R. J. BIDWELL CO.

San Francisco

Los Angeles

Advice on Direct Mail for the Advertiser in the Industrial Field

Most Industrial Products Need Technical Journal as Well as Direct-Mail Advertising, Harry Neal Baum Tells Engineering Advertisers

WHERE does direct mail fit into the advertising plans of the manufacturer of a technical product? This question was answered by a number of industrial advertisers at the December meeting of the Engineering Advertisers' Association in Chicago, the occasion being "Direct Mail" night. An exhibit of the direct-mail work of a number of members of the association was held in connection with the meeting.

"With inquiries from technical publication advertising costing about twice as much as inquiries from direct-mail advertising," said Harry Neal Baum, advertising manager of the Celite Products Company, Chicago, "it is to be expected that there would be a demand to put less money into technical publications and more into direct mail." This is a superficial view to take, Mr. Baum said. "A closer examination of the functions of technical publication advertising and direct mail will prove, I believe, that even under the most favorable circumstances, the majority of technical products cannot be successfully and economically marketed without the use of technical publication advertising.

"In general," continued Mr. Baum, "technical advertising is used to accomplish objects which must form a background for sales. The function of direct mail is largely specific. Probably more emphasis can be placed on direct mail when the price of the article is small or when the product is generally accepted as necessary or essential. But in the great majority of instances where heavy machinery or similar high-priced equipment forms the unit, direct mail functions best as an auxiliary to technical publication advertising.

"An example of how this works

out in practice can be given from the experience of the Celite Products Company. Because of the fact that public utilities, and particularly central stations, were in excellent financial condition, there has been for the past two or three years a very extensive program of construction in this field. We had done considerable work among central stations and had placed our products in many notable plants, but the field had never been covered thoroughly. In order to do so, we planned a direct-mail campaign in 1922 to a carefully selected list of about 2,500 stations, but without the background of technical publication advertising. A series of five mailings was sent, consisting of four letters with enclosures and a mailing piece between letters numbers two and three. The results were disappointing. The average return was 1.8 per cent.

A CAMPAIGN IN TECHNICAL PUBLICATIONS

"However, before the direct-mail campaign was completed, we had started a systematic plan of advertising in a technical publication with a special appeal to this field. In the late summer and early fall of 1923, central stations again received a direct-mail series, but this time there was a background of more than a year of technical publication advertising. About 2,000 central stations received the series, after the lists had been carefully revised and checked, and the character of the direct-mail matter was quite similar. The average return from the 1923 series to date is 3.7 per cent, slightly more than twice the number of the previous series. We attribute this largely to the background of technical publication advertising.

"Direct mail forms a very im-

portant and necessary part of the technical advertising campaign, but it functions most satisfactorily in technical advertising as an auxiliary or supplementary force rather than as a primary one."

E. W. McDonnell of the Economy Engineering Products Company described some of the methods which had been most successful in getting inquiries for Economy portable elevators. "Our best letter," he said, "is a four-page, illustrated letter on bond paper produced by the offset process. The people to whom this often goes don't know what an Economy portable elevator is. Whether they do or do not doesn't make any difference. The question is whether or not they can use one, and that is why we illustrate the letter."

One letter used by the Economy company included a paragraph literally written around a two-cent stamp attached to the stationery. This paragraph said: "Here's a perfectly good two-cent stamp. Of course you could use it on any letter you want to, but before you decide where you will stick it look inside." The letter of which this paragraph was a part brought 15 per cent returns from every industry it was sent to, Mr. McDonnell said. A paragraph to which a new penny was glued, to give greater force to the thought that Economy portable elevators would make money for their users, brought 10 per cent replies.

"We don't make our letters long, that is, our letters for inquiries," said Mr. McDonnell, "but we make our replies to the inquiries long, even though we have a representative in the city where the inquirer lives. They seem to appreciate that."

How S. F. Bowser & Company, manufacturers of pumps and oil and gasoline systems, sell their force of 500 salesmen on their direct-mail advertising was explained in a paper by R. L. Heaton, advertising manager of the company. "With every new piece of direct-mail advertising, the advertising manager sends to

each salesman direct a letter which describes the purpose, mission and expected accomplishments of that particular piece. Invitations are extended to salesmen for comments, criticisms and suggestions. We work on the principle that direct contact of the advertising manager with salesmen makes the salesman feel a little closer to the subject of advertising. Every time we can get a salesman to write us commenting in any way on the direct-mail piece which is being sent out, we have progressed one step farther in selling our advertising to that salesman."

Buys Interest in Agate Advertising Service

Rudolph F. Turyna, for the last twelve years with the Agate Advertising Service Company, has purchased the interest of the Wm. H. Rankin Company, advertising agency, in that organization.

H. A. Schule has joined the Agate organization as vice-president. Mr. Schule was formerly with the Faithorn Company and the Premier Engraving Company, both of Chicago.

Rector and Katherman, a New Advertising Business

R. R. Rector and M. A. Katherman have formed an advertising business at New York under the name of Rector and Katherman. Mr. Rector formerly had been with the art department of the American Museum of Natural History, New York. Mr. Katherman previously had been with the New York *American*.

J. W. Bailey to Direct Sales of Tanglefoot Fly Paper

John W. Bailey has been appointed sales manager of the O. W. Thum Company, Grand Rapids, Mich., manufacturer of Tanglefoot fly paper. Mr. Bailey was formerly sales manager of the Michigan State Industries, Jackson, Mich.

Packard Shoe Account for Corman

The advertising account of the M. A. Packard Company, Brockton, Mass., maker of Packard shoes, has been placed with The Corman Company, Inc., New York advertising agency.

Joins E. G. Stellings Company

D. O. Peterson has joined the E. G. Stellings Company, Wilmington, N. C., advertising agency, as head of its art department. He formerly acted as a free lance artist at that city.

Do These Cincinnati Merchants Handle Your Products?

Auto (Passengers)	74	Furriers	15
Auto (Truck)	35	Garages	402
Auto (Tires) Agys	65	Grocers	2250
Auto (Parts) Agys	79	Hardware	111
Bakers	290	Hats and Caps	30
Cigar Stores	266	Jewelry	118
Cloaks and Suits	20	Ladies' Tailors	27
Clothiers	213	Meat Markets	773
Confectioners	861	Men's Furnishings	120
Delicatessen	60	Merchant Tailors	250
Dress Makers	520	Milliners	137
Druggists	337	Opticians	55
Dry Goods	271	Photographers	50
Department Stores	8	Pianos	35
Electrical	27	Restaurants	376
Florists	70	Shoe Dealers	220
Fruits	197	Sporting Goods	15
Furniture	72	Stationers	30

If They Don't,
We Can Help
You Sell Them

I. A. KLEIN
30 E. 42ND ST.
NEW YORK

I. A. KLEIN
76 W. MONROE ST.
CHICAGO

R. J. BIDWELL CO.
742 MARKET ST.
SAN FRANCISCO

Merchandising Department

Route Lists, Analysis
Surveys, Etc., Upon
Application



The CINCINNATI
ENQUIRER

One of the World's Greatest Newspapers



Life

has been made easier and happier for women in more than 600,000 homes by the helpfully informative editorial content and the advertising pages of *Modern Priscilla*.



Because *Modern Priscilla's* editorial pages are devoted to serving the homemaker, its advertising pages are good salesmen for the things she buys.



MODERN PRISCILLA

The Trade Paper of the Home

New York

BOSTON

Chicago

Getting Dealers to Swap Selling Experiences

Manufacturer of A B C Washing Machines Compiles Manual to Help Retailers

WHEN a manufacturer can actually show his dealers how they can bring customers into their stores he can usually get a ready ear. If he can give them facts instead of theories they will listen to his arguments. If what he tells them can be done and, what is more, has been done, the chances are they will fall in line and do it, too.

To accomplish this, the Altorfer Bros. Company, Peoria, Ill., has published a twenty-page booklet entitled "How 437 Dealers Brought Customers into Their Stores." The Altorfer company is the manufacturer of A B C washing machines.

It would probably be hard to find a dealer who would not consume the contents of the book from beginning to end. The story describes merchandising plans which were thoroughly tested and proved to be successful by 437 men.

First, the dealer is advised to carry a complete line of washing machines. This is done because buyers of washers often have definite ideas in regard to the type of machine they desire and the dealer who carries only one type runs the risk of losing sales because of the determined preferences of prospective customers.

Then the subject of a leader is taken up. The value of a leader at a special price is emphasized, the discussion of the subject covering a page and carrying a reproduction of an A B C number which the company offers for the purpose.

The next step in the development of the plan is entitled "Your Market." The dealer is told to ascertain the number of wired homes in his city from the lighting company, then to learn the approximate number of washing machines already sold in the town. The lighting company should also be able to give these figures, the

dealer is told, but in case it can not there are other ways of finding out.

"After you have ascertained the possible market for A B C washing machines in your town, the next step is to set a quota, or mark to shoot at," the dealer is advised. Then the sales arrangements can be guided by this quota, and the dealer is told to set a figure that can be reached, but one that is somewhat hard to get. After the quota has been determined the dealer is told to figure out what percentage this quota is to his total business and then plan on giving the washing machine a proportionate share of his time, money and effort.

These, of course, are the preliminary steps necessary for a dealer to take before he can make his plans for pushing the washing-machine department and take advantage of the suggestions offered in the book.

HOW TO REACH THE QUOTA

"Making Plans for Reaching Your Quota" is the next step. The question of salesmen is the first matter discussed. "Unless your store is very small," the opening paragraph begins, "and you do all of your selling yourself, the problem of sales help must receive your consideration. This is important to your success, for there is no use in setting up a business and then strangling it by not having enough salesmen to properly interest and sell the prospects in your town or city. The number of salesmen necessarily depends largely on the opportunities for selling. A good average salesman should sell at least eight to ten A B C washers a month. If your store is small and you cannot attend to all the selling yourself, train one of your best clerks to sell A B Cs, follow up leads on the outside, etc."

Payment of salesmen is the next

subdivision. The discussion goes into the matter rather thoroughly and gives dealers some definite rules to follow. The company states that it has been found more profitable to make some kind of a commission arrangement with the salesman whereby he receives his remuneration in accordance with the sales he makes. In some towns, the company says, it is possible to secure men at 10 per cent to 12½ per cent commission. In larger cities it may be necessary to pay as high as 15 per cent. The amount of commission also varies with the manner in which the business has been built up. The merchant just starting out, or who is not known, must necessarily pay more than the dealer who has an old-established, well-advertised business.

Then a plan for a sales contest is given.

The next subject discussed after the sales contest is newspaper advertising. Dealers are advised to arrange for newspaper space in which to advertise A B C washers the year round. Small advertisements published frequently are recommended in preference to large advertisements run infrequently. It is suggested that an advertising appropriation be figured out at the beginning of the year. From this figure an amount necessary to take care of special sales or campaigns should be deducted because at times like these larger space will want to be used. The balance of the appropriation can then cover a series of medium-size advertisements, big enough, however, to tell the story properly. Dealers are further advised that the company will furnish cuts and ready-made advertisements and that many ideas can be obtained from reading the company's monthly magazine, "The A B C of Selling."

A page is given to the subject of prospects for salesmen. If a dealer makes such a survey as the company suggests, he will naturally have a good many prospects with which to start his intensive selling work, but he must keep the names of prospects coming in so that there will be no periods when

salesmen have no prospects to call upon. Several ways are suggested for doing this, the principal ones being special sales campaigns described further on in the book. The dealer is advised as to the best times for conducting such campaigns, such as holiday periods, the month before house-cleaning days, mid-summer campaigns, etc. The company carries on a system of its own which reacts to the dealers' benefit, and this plan is described as follows:

KEEPING THE RECORDS STRAIGHT

"Before A B C washers are crated, a yellow tag is enclosed with the machine. This tag is perforated into two sections. When the washer has been sold to the customer, both sections of this tag are filled out. One section is retained by the dealer for his files, the other section is sent to the general offices of Altorfer Bros. at Peoria, Ill.

"When properly filled out, the tag that comes to Peoria bears the customer's name, correct address, model number of the washer, serial number, the name and address of the dealer, the name of the salesman who made the sale and the date.

"On receipt of the tag at our office, we make out a Guarantee Bond, which is sent to the customer together with an engraved card thanking her and suggesting that possibly she may have some friends who may be interested in washing machines. A postal-card is enclosed with this bond. The customer is to note on the card whether or not she has received the bond, whether she has an instruction book and leaves spaces for the names of friends who are also interested in washers.

"When the customer returns the postcard to us, we immediately send to the dealer who sold the machine, the names of all the prospects the customer has noted on the postcard.

"Planning your work in line with the above will mean that your salesman will at all times have plenty of prospects to work on, and when the men have work ahead of them they naturally



Courage and Foresight

THE railway executives had a lot of courage when they launched a more-than-a-billion dollar expenditure program last Spring—but during the last ten months the railways moved a record-breaking traffic without car shortage or congestion—which proves their foresightedness. It is of real importance, therefore, that these same executives have recently stated that large railway expenditures must continue.

If your product is usable in the railway field, ask for market analysis.

Simmons-Boardman Publishing Company
"The House of Transportation"

30 Church Street

New York, N. Y.

Chicago: 608 S. Dearborn St. Cleveland: 4300 Euclid Ave. New Orleans: 927 Canal St.
 Cincinnati: 101 E. 4th St. Washington: 17th and H Sts., N. W. London: 34 Victoria St.

Dayton and Springfield News

Each maintain a distinct leadership in the advertising patronage of experienced and successful local and foreign space buyers, which clinches the claim that Dayton and Springfield can be covered with the News alone.

Lineage Totals for November

DAYTON NEWS.....1,645,000

More than other evening paper 715,638

More than other morning paper 964,628

SPRINGFIELD NEWS.... 926,464

More than other morning paper 378,350

The News League

Member of A. B. C.

DAYTON, OHIO

Dayton (O.) News

Canton (O.) News

Springfield (O.) News

Miami (Fla.) News-Metropolis

National Representatives

Chicago

I. A. KLEIN
76 W. Monroe St.

San Francisco

A. J. NORRIS HILL
Hearst Bldg.

New York

I. A. KLEIN
50 E. 42nd St.

work harder and roll up more volume and profits for you."

The dealer is then led to the principal part of the whole plan, special campaigns or sales. There is first a general discussion of the value of special sales and emphasis is placed upon the necessity of uniting effort in a good, well-rounded plan. Just to do a part of the job is not sufficient to bring about the results the company is so sure all dealers can obtain if they will follow its instructions. A list of the various mediums for advertising is given with a brief discussion of each, such as broadsides, newspaper advertising, store, sidewalk and window displays, salesman's contests, signs, telephone operator with complete instructions as to how to handle phone inquiries, special arrangements for calling upon prospect lists, movie slides, instructions to salesmen, etc.

The dealer is advised to use the company's prepared advertisements for the newspapers; for, as it explains, these advertisements were prepared by advertising experts and their results have been proved. Reproductions of store and window displays are scattered through the book, showing the special arrangements for sales weeks. Many other questions are handled in detail as for example, "How to handle inquiries," "How to answer phone inquiries," outside displays, advertising the names of A B C owners, how to plan and operate a sales meeting, how to work up "stunts." Ideas are given for contests for the sales force and for customers.

Then there are suggestions for A B C Christmas clubs, premiums and movie tickets for prospects and methods for securing the names of prospects from owners of machines. Sample letters to prospective customers also are shown complete and an idea for a card from the A B C service department asking customers about the condition of their machines, etc.

Two pages are devoted to a thorough discussion of the time payment plan, giving full details of the entire method.

Results of campaigns are shown which are enough to tempt any dealer into trying the plan at least once. There is no indication of the manufacturer talking down to the dealer. It is simply a case of presenting in a clear-cut way ideas which have been proved successful.

Dramatic Skit Teaches Bank Employees to Sell

A one-act dramatic skit portraying a salesman "selling a hard-boiled prospect," given by members of the sales staff of the Cleveland Trust Company, was used to inaugurate the annual "Booster Campaign" of that organization and to coach in their work the employees who annually volunteer for its new-business drive. The campaign, which began December 8, continues to January 7, and is for new business in every department. Last year the quota of \$1,326,000 was doubled. The mark this year has been set at \$1,500,000.

The campaign organization has five leaders of five districts, following the voting plan under the Cleveland city manager administration. The contest will be likened to an automobile race with a huge speedometer recording progress at the company's main office. Totals will also be displayed in each of the company's fifty-three branches.

Washer Account for Sehl Agency

The One Minute Manufacturing Company, Newton, Iowa, manufacturer of hand, electric and belt washing machines, has appointed the Sehl Advertising Agency, Chicago, as its advertising counsel.

Coal-Saving Device Advertised in Newspaper Campaign

Savir, a coal-saving device for furnaces, is being advertised in a campaign which the Victory Specialty Company, Toronto, is running in Ontario and Quebec newspapers. E. Sterling Dean, Toronto advertising agent, is directing this campaign.

L. F. Overman Joins Carl W. Art Advertising Agency

Loring F. Overman has joined the Carl W. Art Advertising Agency, Spokane, Wash., as copy writer. Mr. Overman was formerly on the editorial staff of the Spokane Chronicle.

S. H. Davies Becomes Partner in Landsheft Agency

S. H. Davies, who has been publicity manager of the H-O Cereal Company, Inc., Buffalo, has become associated with the Landsheft Advertising Agency, Buffalo, as a partner.

Why Advertising Embraces Activities of Business

Executives Who Decide on Advertising Plans Must Obtain Their Guiding Information from Many Varied Fields

WALWORTH MANUFACTURING COMPANY
BOSTON, Dec. 13, 1923.

Editor of *PRINTERS' INK*:

I am looking into some phases of connecting up the advertising with the selling and wonder if you can give me some reference to articles in *PRINTERS' INK* along this line.

Here is the general point. Some people think that advertising by itself will accomplish miracles—it would almost go it alone without the sales department. Some sales department officials feel that the advertising is more or less of a necessary evil, whose job is to function in an artistic atmosphere, but not bother with the sales.

My own personal belief is that real success only comes when there is close co-ordination, and I would like to get some specific instances of thorough co-ordination and the results.

Here is another example. We started to advertise the Walworth Wrench as a "Handy Helper in Every Home." If we had done nothing more than advertise we probably would have thrown our money in the waste-basket. However, in addition to the advertising we had a very thorough system of quotas to sales units, quotas to salesmen, campaigns by jobbers with quotas to their salesmen, etc., etc.

We would like if possible, to get any other slants on this general situation—that is any other methods whereby the advertising has been meshed in, tied with and become a part of the actual selling plan. Can you give me any *PRINTERS' INK* references along this line?

WALWORTH MANUFACTURING COMPANY
L. F. HAMILTON,
Manager, Sales Promotion Department.

WE second the idea which Mr. Hamilton proposes in the third paragraph of his letter. We second it all the more enthusiastically because for thirty-five years *PRINTERS' INK* has been advocating the need for the closest co-ordination between advertising and all the other departments of a business.

It has been frequently explained in our columns why *PRINTERS' INK* repeatedly strays so far from conventional advertising topics. Analyze any issue and it will be found that less than half of our articles deal with strictly advertising subjects. Yet every article is of direct advertising interest. Take, for example, the attention we devote to articles arising at

Washington, the seat of our National Government. Many of these articles are legal. Several are of financial import. Others deal with such subjects as production, foreign affairs, the tariff, proposed legislation, the weather, insect pests, taxation, Federal Trade Commission cases, etc. The "advertising" label can be attached to only a comparatively small percentage of these stories, and yet the man responsible for the advertising and sales policies of a company is not doing full justice to his work unless he keeps well informed on these questions.

Let us repeat what we have often said: Advertising is not a thing apart from business. It is part and parcel of business, and to try to separate these necessary commercial functions would be like "unscrambling eggs," to use the elder J. Pierpont Morgan's famous phrase.

This conception of advertising has gradually been gaining recognition in all quarters and is now quite generally accepted. Mr. Hamilton recently attended the annual convention of the Association of National Advertisers at Rye, N. Y., where the three-day program was of such a broad nature that it convincingly confirms our contention that really everything should be of interest to the man in charge of a manufacturer's advertising. On that occasion, P. L. Thomson, advertising director of the Western Electric Company, in his annual report, called for more work on the part of the association in problems of selling, merchandising, management and distribution. The members voted a change in the by-laws, permitting broader scope in the association's activities.

The fact, therefore, that advertising must "mesh in" with all the distinct energies of a business is so generally conceded that nearly



**Live Prospects for You
Millions of Them
Automobile Owners, All**

THEY'RE arranged by states, counties and towns—even by street and number in the larger cities so you can reach any number of prospects at any time in any territory that you want to work. Consider the buying power of these people.



Send For It

A 24-page illustrated booklet entitled "Automotive Markets"—and how to reach them—sent free upon request. Tells about various kinds of Automobile Owner lists—gives costs, statistics and other pertinent information.

Reach Them Direct by Mail—

it's the quickest and most effective means of completely covering any territory, large or small, at reasonable cost.

In order to insure the success of your campaign, make use of our other services—Statistical Information—Market Analysis—Advertising Counsel—Copy, Art and Printing—Addressing and Mailing.

All or any part of this service is yours to command.

Write our Nevada Office

**THE REUBEN H. DONNELLEY
CORPORATION**

CHICAGO

NEVADA, IA.

NEW YORK

all well-managed campaigns are now planned with the necessity for this co-ordination in mind.

We are calling Mr. Hamilton's attention to the many articles PRINTERS' INK has had on this question. We should be glad to send a list of such articles to any other executive interested in this subject.—[Ed. PRINTERS' INK.]

Sherwin-Williams Plans Big Color Cam- paign for 1924

SEVERAL months ago after a period of careful experimenting The Sherwin-Williams Company, manufacturer of paints and allied products, adopted as the nucleus of its advertising what it called the Guide Plan. This plan centred about a ready reference chart or guide which showed householder, dealer, and painter at a glance the proper Sherwin-Williams paint, varnish, stain or enamel for practically every job of painting or decorating.

At the thirty-sixth Sherwin-Williams conference at Chicago last week C. M. Lemperly, advertising manager of the company, announced a spring campaign in color for 1924 based on this guide, using double-spreads and full pages in a list of twenty-four periodicals and farm publications. Besides this the company plans to use over forty newspapers during the spring and early summer months.

The use of the Guide has been a genuine help to salesmen in getting dealers to stock the entire Sherwin-Williams line, Mr. Lemperly said. Besides this it has proved successful in meeting the competition of specialty manufacturers in the paint and varnish field, and has let agents of the company offer a service that competition has not met successfully.

"This plan takes the mystery out of the paint business," he said. "Any clerk can know at a glance exactly what to sell for any use. The Guide has put the Sherwin-Williams salesman on a plane

higher than the average, because he has plans and ideas to offer the dealer. When he talks with the dealer he is discussing how the dealer can go out and get more business and not simply cans of paint. He is out of the wrangling class and is working on a basis of dealer helpfulness."

J. K. Fraser, president of The Blackman Company, New York, told the salesmen attending the convention that the great problem in advertising the Sherwin-Williams line was to put the tremendous selling arguments that the company has in compact form. "The Guide Plan tells the dealer what we have to sell and what it is used for," he said. "It helps agents meet every call for paint, varnish and enamel with a Sherwin-Williams product, and it helps the salesman put in a complete line.

"This plan is a selling plan as well as an advertising plan. It must be sold to the dealer and to the public as well. Advertising alone will never put it across. You salesmen must make the dealer understand just how the plan will help him. You must show his clerks how to use it."

About 700 Sherwin-Williams representatives from all parts of the country attended the conference which lasted four days. The day before the convention opened the company used a full newspaper page to advertise the event to Chicagoans.

Automobile Production for Eleven Months

The Department of Commerce states that reports from approximately 186 automobile manufacturers, 96 making passenger cars and 119 making trucks (29 making both), show 284,680 passenger cars and 27,914 trucks were produced during November. This compares with 335,023 and 30,166 in October; and 215,352 and 21,949 in November of last year. The peak for the year was reached last May with 350,410 cars and 43,678 trucks.

These reports show that 3,361,090 passenger cars and 348,230 trucks were produced during the first eleven months of 1923, as compared with 2,131,758 and 225,927, respectively, in the same period of 1922. Twelve manufacturers whose production was included in the data for earlier months are now out of business. Truck production figures include fire apparatus and street sweepers.

Thickening a Thin Market for a Property and Investment Advisor

What a Portland, Ore., Firm Gained from a Newspaper Advertising Campaign

THE number of people in a city the size of Portland, Ore., that would need the services of a firm of advisors on investment and property management can safely

dled the affairs of a very limited number of large estates.

At different times its advice had been sought on leases, rentals, development of property and subsequent sale by persons not in the large estate class.

Finally the heads of the firm decided that through the development of an organization of sufficient size, there was no reason why the firm could not enlarge its scope to handle the affairs of smaller estates and of individuals. "Business men," they argued, "have learned the wisdom of consulting their bankers regarding financial policies, their lawyers about legal matters, their physicians as to their health—why then can they not be educated to consult us for unprejudiced advice when it comes to real estate transactions and property management?"

A newspaper advertising campaign was given the job of finding out if such reasoning was logical.

The copy for this campaign was so written that each advertisement confined itself to only one appeal.

For example, in one advertisement the need of specialized property management was dwelt upon by emphasizing the danger of seeking interested advice.

Another advertisement concerns itself solely with the fact that at the present time there are many



"Dodging traffic" in 1900!

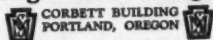
Twenty-three years ago Henry Wemms stopped traffic when he drove up Third Street in Portland's first "automobile." No man then dreamt that in such a brief span of years the automobile would become the transportation giant of today.

Great changes have resulted with the growth of this industry. These changes have a direct bearing on property values. The progress of one follows on the progress of the other.

Still more startling changes will develop within the next twenty years. Are you looking ahead?

STRONG & MACNAUGHTON study, understand and work with the forces molding the growth of this city. They can give you expert advice on your problems—investment, real estate, property management—because they keep pace with Portland's progress.

Strong & MacNaughton



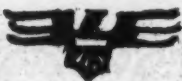
Investment and Property Managers for Estates and Individuals

A TALE OF CONTRASTS THAT POINTS TO BUT ONE ANSWER FOR THE INVESTOR

be said to constitute a "thin market."

Would it be considered justifiable to use an elaborate newspaper advertising campaign to make that very limited market active in buying advice? There is the experience bought by the firm of Strong & MacNaughton, of Portland, that answers this question.

A few years ago this firm han-



Our January Issue
the largest yet!
130,000 Circulation net paid
(MEMBER A.B.C.)

71 Advertisers - all leaders
take for example the auto-
motive field. January carries
pages from —

Autocar	Gen. Motors Truck
Clark	Lincoln
Ford	Packard
Gen. Motors	Pierce Arrow

The
NATION'S
BUSINESS
Washington

WISHING all our
friends realization
of their fondest
hopes for 1924, in
health, business —
in everything.

MCCUTCHEON-GERSON
SERVICE

64 West Randolph Street, Chicago

21 Park Row
New York

48 St. Martin's Lane
London

owners who are not receiving an adequate return upon their investment and although this lack of return is usually a result of poor management the owner is not aware of it. After this point had been made the argument stopped and it was naturally suggested that Strong & MacNaughton be consulted.

How painstaking this campaign has been in looking for all specialized appeals, can be readily inferred from the fact that single advertisements are given over entirely to a message to women who own property.

Of course this newspaper copy has been carefully supplemented. And this has been the method used:

Every time a new transaction is handled by Strong & MacNaughton, they place their painted sign-board on the property that has been sold (or bought or improved, as the case may be), telling the passerby that this property is being handled by Strong & MacNaughton to the owner's satisfaction.

So successful has the advertising been that it seems to this firm that the average property owner suddenly faced with property or investment thinks of Strong & MacNaughton as the place to have such affairs adjusted.

Thus a very thin market has been thickened to include small as well as large estates and property and investment management for the busy man of affairs, the professional man, the absent man, the retired business man, and the woman of property.

New Advertising Business Formed at Montreal

The National Highway Advertising Company, Ltd., is the name of a new business which recently has been formed at Montreal, to manufacture and distribute highway signs. The company is under the management of H. Moisan.

"Current History Magazine" Appointment

Bruns & Macdonald, publishers' representatives, Chicago, have been appointed to represent *Current History Magazine*, New York.

Does This Put a New Complexion on It?

FREDERICK F. INGRAM COMPANY
DETROIT, Dec. 12, 1923.

Editor of PRINTERS' INK:

In your issue of November 29 on page 124 you printed a letter from Brooks of Illinois, Inc., asking that the following slogan be registered for one of his clients:

"Kremola for the Perfection of Complexion."

We think you will find in your files that we registered with you when you first started your collection of slogans, a slogan for Velveola Souveraine Face Powder as follows:

"Powdered Perfection for the Complexion."

We feel that the similarity between these slogans may cause some confusion and that if the clients referred to had the matter brought to their attention they would not want to use the slogan they propose on account of its similarity to a slogan already in use.

It may interest you to know that the F. F. Ingram Co. have been marketing Milkweed Cream for thirty-five years and that our slogan "There is Beauty in Every Jar" was one of the earliest used in the industry. However the same clients referred to above have recently been running advertisements of their product using the slogan "Beauty in Every Box."

FREDERICK F. INGRAM COMPANY.

Advertising Increasing Market in America for Chinese Foods

A national market for a number of Chinese foods is gradually being developed by La Choy Food Products, Inc., Detroit importer and packer. The company's products, which are packed in glass jars and tins, include Chinese vegetables, chop soy, soy sauce, teas and ginger. These are sold under the La Choy brand which is being brought to the attention of the public through car-card and newspaper advertising and painted bulletins. In addition direct-mail advertising is being used to reach dealers.

"At the present time we have quite a thorough distribution in the Middle Western States," I. New, general manager informs PRINTERS' INK, "and it would seem that inquiries from the Eastern and Western States are coming in faster than we are able to take care of them properly."

Joins Smith & Ferris

W. S. Craig, formerly with Miller & Craig, Madison, Wis., has joined Smith & Ferris, Los Angeles advertising agency. He will have charge of rates and schedules.

Elias Shaker to Leave "The Crescent"

Elias Shaker, advertising manager of *The Crescent*, St. Paul, Minn., has resigned, effective January 1.

What Tile Decree Means to Other Industries

Some Conclusions on the Subject Obtained from a Canvass of Secretaries of the Various Trade Associations Made by PRINTERS' INK—As a Rule, No Alarm Is Felt

A RECENT report on the Government's case against the Tile Manufacturers Credit Association that appeared in PRINTERS' INK of December 6 made clear that the object of the litigation was the elimination of a number of trade association practices which the Government declared unlawful and objectionable. Although the case was settled out of court, and consequently does not establish a legal precedent, the decree is of great significance, inasmuch as it undoubtedly will strengthen any similar action instituted by the Government which does reach the courts.

For this reason PRINTERS' INK asked a number of association secretaries whether the activities of the groups they managed would be affected in any way. From replies received it seems that the decree is not causing many associations to consider changing their methods. Some groups, such as the Rubber Association of America, for example, are securing counsel's opinion and until then are not willing to say whether or not they will be affected. Others, however, have not hesitated to declare that the Federal restrictions in no wise concern them. This is the tenor of letters received from the Copper & Brass Research Association, The American Spice Trade Association, The American Sole & Belting Leather Tanners, Inc., The National Association of Hosiery and Underwear Manufacturers, The Davenport Bed Makers of America and the Portland Cement Association.

R. A. Cheney, secretary of the Associated Knit Underwear Manufacturers of America, writes:

Very frankly I do not think that decision will affect us in any way, shape or manner and particularly will not affect our advertising nor our use of a common trade-mark.

Whether or not an organization is operating in restraint of trade depends, of course, upon the facts in each case advanced by the Government. As you know, an association or an individual can conduct business in such a way that it results in restraint of trade or elimination of competition, and as I have said the results of the practices determine whether or not those practices are in violation of the anti-trust laws no matter what innocent appearing name the association or the individual may give to its practices.

It would be utterly impossible for an organization like ours, with so many members, scattered so broadly over our country, to attempt to fix or maintain prices, and it would be equally foolish for us to set up a black list of any kind because black lists, as you know, have always been in violation of the law long before the enactment of the anti-trust laws in this country.

My personal feeling and my honest opinion is that it is impossible for an association of manufacturers to fix and maintain prices where the number in the industry is more than fifteen or twenty and where that fifteen or twenty do not control the entire product of the industry.

It is absolutely foolish, outside of the legal or moral end of it, for a trade association secretary to permit his members to attempt anything of that kind. Where prices are rising it is very easy for manufacturers to get together and agree upon increases, but in such an economic condition prices would rise anyway and very probably would rise faster if the manufacturers would not get together, so there is in reality no advantage to the manufacturer to form such a combination when prices are rising.

On the other hand, and when prices are declining, some manufacturers who may have agreed to maintain prices will not keep their word, either because they are naturally dishonest or because their boards of directors or their banks force them to liquidate.

In such a case if the association has been permitting price fixing the members of the association have begun to look upon the association as solely a price-fixing scheme and become disgusted with it and resign because the organization is not functioning as they have become accustomed to consider that it should function. The result is that the association disintegrates and the secretary loses his job.

One of the most interesting features of the decree was the prohibition against the adoption or use of a common trade-mark. On this phase H. J. King, secretary-treasurer of the National Peanut Butter Manufacturers Association, wrote:

A Phenomenal Increase

During 1923 the Omaha World-Herald has shown a 25% increase in paid circulation, and no contests or any unusual or expensive methods have been used to accomplish the gain. The facts, that the World-Herald publishes each day on the average, many more columns of news matter than any other Omaha paper, has undoubtedly influenced the public.

The increase in circulation has been general, as shown by the following comparison of the net paid Daily circulation for the week ending December 15th, 1923, as compared with the same week a year ago. This is the latest record available at the time of writing this ad, and is only slightly larger than the preceding weeks.

Net Paid Circulation of The Omaha World-Herald

	Week Ending Dec. 15, 1923	Week Ending Dec. 16, 1922
*City Carriers	34,994	28,374
City News-dealers	3,886	3,288
City Street Sales	11,144	9,327
Paid City	50,024	40,989
Suburban (40 miles)	14,398	10,747
Country	35,609	27,860
Bulk Sales	163	128
Net Paid Total	100,194	79,724

*City includes Council Bluffs, Iowa.

The World-Herald's paid Sunday circulation is 1,700 less than the Daily.

There are, according to the 1923 U. S. census estimate 47,350 families in Omaha, Nebraska, and the average paid Omaha circulation of the Daily World-Herald for October and November 1923 was 46,292, and the World-Herald has not used a subscription premium or contest of any kind in Omaha for ten years.

THE WORLD-HERALD

Most News

Most Ads

All Clean

This governmental decree affects our association on practically one point i. e., No. 22—"To adopt or use a common trade-mark."

Our association, which is national in scope, was organized to better conditions in this industry, not alone for manufacturers as far as costs, injurious practices, etc., are concerned, but the principal object was to further the sale of a better grade of Peanut Butter by eliminating through means to be determined upon subsequently cheaper grades and poor grades of peanut butter, for which we are satisfied there is no economic necessity.

It is the elimination of this kind of trash that the association is striving to bring about and we have about formulated plans for a national advertising campaign. We expect to set forth in this campaign the many uses afforded by peanut butter, and in order to guide the public in the purchase of high-grade peanut butter, we have adopted an association emblem or insignia—"Better Peanut Butter"—the words to occupy three separate lines in a circle.

It is apparent to us that the adoption of this trade-mark or insignia would be contrary to the governmental decree.

It is patent to the writer that this decision would materially alter our advertising campaign as mapped out and in fact, might cause us to postpone it indefinitely, as we would not care to advertise peanut butter as a food item and permit the public to buy any or all of the junk that is at present being offered by some unscrupulous manufacturers, whereas to buy peanut butter associated with our emblem insures its being made under association standards, which are very strict and only result in a fine edible product.

Mason & Hamlin Affiliate with American Piano Company

An affiliation of the Mason & Hamlin Company, Boston, with the American Piano Company, New York, has been effected. George D. Foster is president of the affiliated companies. Dr. Frank Heffelfinger, president of the Mason & Hamlin Company, continues as chairman of its board of directors, and also joins the directorate of the American company.

Other companies now composing the American Piano Company include William Knabe & Co., Chickering & Sons, Haines Bros., J. & C. Fisher, Marshall & Wendell, and the Franklin Piano Co. The company also controls the Amphion Piano Player Company, Syracuse, manufacturing the Ampico, a reproducing mechanism, which is placed in pianos made by the six companies mentioned.

Has Fluffy Ruffles Starch Account

The Independent Starch Company, New York, manufacturer of Fluffy Ruffles starch, has placed its account with Snodgrass & Gaynes, Inc., advertising agency of that city.

New York Advertising Legion Post Elects Officers

E. T. T. Williams, of E. T. T. Williams & Associates, was elected commander of New York Advertising Men's Post No. 209 of the American Legion at its annual meeting which was held at the Hotel Martinique on December 19.

The following officers also were elected: Earl R. Salley, Swenerton & Salley, first vice-commander; William F. Barnaby, second vice-commander; William P. Hamann, *Chicago Tribune*, third vice-commander; Walter T. Leon, Cupples & Leon, treasurer; William R. Stewart, *Screenland Magazine*, adjutant, and Albert E. Hearn, E. A. Shank & Company, sergeant-at-arms.

Directors elected were: For three years, Theodore E. Damm, retiring commander, and George A. Little, both of the Joseph Richards Company, Inc.; for two years, George W. Hale, E. A. Shank & Company, and R. B. Alexander, Crowell Publishing Company; and for one year, Mortimer D. Bryant, Bryant, Griffith & Brunson; Julius O. Adler, treasurer of the New York Times, and Otis S. Powell, of *The American Legion Weekly*.

Starts Advertising Business at New York

Arthur M. Hollaman has started an advertising business under his own name at New York. Mr. Hollaman was formerly advertising manager of Demarest Publications, Inc., and more recently was with Rufus French, Inc., both of New York. He was at one time with The Ethridge Company and the O. J. Gude Company, also of that city.

Montreal Agency Increases Staff

Fred McLaughlin, recently with Dominion Advertisers, Ltd., Montreal, has joined the staff of The Advertising Service Company, Ltd., also of Montreal. For a number of years Mr. McLaughlin had been with A. McKim, Ltd., Montreal.

Sun Radio Company Appoints John Jex Martin Agency

The Sun Radio Company, Chicago, has placed its account with The John Jex Martin Agency, of that city. Newspapers will be used chiefly for this account, especially newspapers carrying weekly radio sections.

H. H. Beck Returns to Erwin, Wasey & Company

H. H. Beck, formerly with the Chicago office of Erwin, Wasey & Company, advertising agency, and since last spring advertising manager of The Robbins & Myers Company, Springfield, O., has returned to that agency.



Yield !

—to your impulse of trying us upon the record of our achievement. Gamble on your judgment. You must overcome the hesitancy to try us, simply because you are now getting a measure of satisfaction. Let the new replace the old. It means progress. Allow yourself to be "sold" on proven superior values — a superior service.

LU-WIL-KO

Ad-Setting · Printing

725 So. La Salle St., Chicago



Illustration: The Successful Trade-Development Road.

Printers' Ink Monthly

January, 1924

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Published Monthly by ROMER PUBLISHING COMPANY, INC.

JOHN IRVING ROMER, President; RICHARD W. LAWRENCE, Vice-President; DAVID MARCUS, Secretary and Treasurer.
Office, 185 Madison Avenue, New York City, N. Y. Telephone, Ashland 6508.

CHICAGO: Illinois Merchants Bank Bldg., Douglas Taylor, Mgr. ATLANTA: 704 Walton Bldg., G. M. Kohn, Mgr. ST. LOUIS:
Broadway Trust Bldg., A. D. McElmer, Mgr. SAN FRANCISCO: Lombard Bldg., M. C. Mayerson, Mgr. TWENTY-SECOND Bldg.,
H. M. Tandy, Mgr. Issued first of every month. Subscription prices, U. S. A., \$2.00 a year; 25 cents a copy. Canada and
Foreign, \$2.50 a year. Advertising rates: Page, \$100; two-thirds page, \$75; one-third page, \$50. Smaller space, 50 cents a line.

Edited for the Broad Needs of Business Executives

Men of breadth and vision seldom consider sales or advertising as separate entities, but are interested in how these important departments of business fit into the other departments and affect the business as a whole.

Executives like Clarence Mott Wooley, President of the American Radiator Company, C. C. Dula, President of Liggett & Myers, E. P. Brown, President, United Shoe Machinery Company, T. F. Manville, President and Treasurer, Johns-Manville, Inc., G. H. Wilcox, President, Detroit Stove Works and the thousands of other subscribers to PRINTERS' INK MONTHLY read it because of its broad editorial appeal.

Better merchandising methods, new manufacturing and package ideas, the better selection and training of salesmen, better collection methods, helping the merchant sell goods he won't stock, new sources for ideas, profit sharing, cutting costs of distribution, better letters, the closer relation of production and sales, the connection between plant management and sales, all these are important parts of the business structure.

Executives of America's leading concerns, which advertise because advertising occupies a definite place in the firm's policy, want to study and keep in touch with the experiences of executives in other lines of industry, who are themselves progressive enough to tell what they make and how they serve.

To men who formulate policies in hundreds of big concerns, PRINTERS' INK MONTHLY brings a rounded, balanced service of practical ideas. Why America's leading manufacturing executives, interested in the broad, basic problems of industry, read PRINTERS' INK MONTHLY, is shown by the title page opposite.

PRINTERS' INK MONTHLY

An Illustrated Magazine of Sales, Marketing and Advertising

185 Madison Avenue

New York

\$2.00 a Year in U. S.—25 Cents a Copy

ARMY & NAVY JOURNAL

SIXTY YEARS

**"THE NEWSPAPER OF ALL THE
SERVICES"**

THE ARMY

MARINE CORPS

OFFICERS RESERVE

THE NAVY

COAST GUARD

FEDERAL GUARD

OVER 15,000 GUARANTEED QUALITY CIRCULATION, COMPRISING A MERCHANDISING UNIT OF \$74,000,000 INCOME ANNUALLY, UNDERWRITTEN FOR LIFE BY THE UNITED STATES GOVERNMENT—A PURCHASING POWER THAT IS ALWAYS ACTIVE.

**AMERICAN
ARMY & NAVY JOURNAL, INC.
383 MADISON AVENUE, NEW YORK**

**CHICAGO
WRIGLEY BLDG.**

**BOSTON
127 FEDERAL ST.**

**LONDON
22 MADDOX ST.**

The Importance of Achieving a Copy Style

Once Properly Acquired, Style Leads the Writer of Advertising on to Better Work

By James Wallen

THE perfect symbol of the epigram is the dewdrop. It has clarity, compression and isolation; it is transient, yet permanent; it is repeated a thousand times, thus proving its essential truth. And in such a verbal dewdrop John Galsworthy has defined style. "What is style in its true and purest sense, save fidelity to idea and mood and perfect balance in the clothing of them?" This definition applies with exactitude to advertising copy. The advertisement must be faithful to its central idea and be without flaw in the dressing and presentation of its theme. Whether the advertisement be in the minor chord or in the grand manner, it is needful that it hold to its motif from initial letter to the last period.

This, then, is the first requirement of style in an advertisement, but style implies some other meanings, as well. In fact, J. Middleton Murry draws three distinct definitions of the word "style" as applied to writing. "Style as a personal peculiarity; style as technique of expression; style as the highest achievement of literature." The difficulty attending these definitions is that they melt one into the other.

When we speak of a certain writer's style, we likely mean his peculiar characteristics. John Corbin once reminded an actress who imitated Mrs. Fiske that the gyrations of the sibyl are not the secret of the sibyl's inspiration. I think that these personal qualities are almost wholly a matter of in-born genius and should not concern one who is endeavoring to

help others attain style in writing. One seems to have personal style or not. Originality is the rarest gem and cannot be simulated.

Artistically, I am sure, there is no such thing as imitation. There is only parody. When writing advertising literature, profit by the example of others, but do not copy their peculiarities of style and construction. If you are a writer, a craftsman with words, you will have a style of your own.

During the years in which I was advertising manager for Elbert Hubbard's publications I never attempted to follow the style of the Fra, though there were many copy writers under my direction who did, consciously and laboriously, try to imitate the Sage of East Aurora. They succeeded in being imitations only, unconvincing and as full of poses as a Greenwich Village model. Everyone who has tried to put on the mantle of the Fra, as a writer, has succeeded only in getting lost in its folds.

INDIVIDUALITY OF EXPRESSION

There are words and arrangements of words which are native to one individual and foreign to another. In the discussion and vivisection of words, let us carry in mind this very vital fact. There are elements of the expression of thought for which you have an affinity and others with which you have only a speaking acquaintance.

Sir Arthur Quiller-Couch says that all literature is personal and therefore various. One must learn all that he can of the best writers. Saturate yourself with their manners, then escape from them, go into the open and write out of your own heart and mind.

Most people express themselves

From a lecture before the New York Advertising Club's Post-Graduate Course on Copy that is being given under the direction of Robert H. Tinsman, gold-medal lecturer.

today in ready-to-use phrases. The writer must, of all people, avoid this fault. He must be a maker, rather than a mere retailer, of phrases. The best way to test originality in a writer is to study his comments on a subject with which you are familiar and see if the author engages your interest. Then, in the same fashion, read the work of another writer on the same subject. This will give you a scale by which you can judge what you might possibly do with the same subject, influenced, perhaps, by other writers but still at variance with them as your own personality invests the topic.

Originality is as elusive as a wood fawn and to endeavor to chart this phase of style is like trying to measure a certain bird's song. There are, however, a few points about style as technique and style as manner, which do deserve discussion from an academic point of view. And even here, Sir Arthur Quiller-Couch imagines that his pupils say about

his lectures that "at the final doorway to the secret he turned his back and left us. Accuracy, propriety, perspicuity—these we may achieve. But where has he helped us to write with beauty, charm and distinction; where has he given us rules for what is called style, having attained which an author may count himself set up in business?" And Sir Arthur's answer to his own question is, that style for example—is not, cannot be—extraneous ornament, and he quotes Cardinal Newman who says that "style is a thinking out into language." We are to conclude that when one has expressed fully that which is in his mind he has achieved style.

Most people are truly inarticulate; the very thing that they cannot do is to put into language what they have in their minds. It was Cardinal Newman who told how the Oriental lover engages a professional writer to express his emotions for him. "The man of words, duly instructed, dips his pen of desire in the ink

If it's Knit Goods use these publications



These publications are the only journals devoted exclusively to the knit goods trade, and are followed closely by buyers and manufacturers everywhere.

For information write

Knit Goods Publishing Corp.

Suite 25-B, 321 Broadway, New York City

Personal Contact with our clients
plus personal supervision of their
ART work by Mr. Cavanagh or
Mr. Bensinger maintain, at all
times the high standard for which
this organization is recognized.



CAVANAGH & BENSINGER

INCORPORATED

Art for Advertising

120 WEST 32ND STREET N.Y. TEL. PENN. 1760

A Healthy Growth in Circulation

among Quality Farmers will be shown in next
A. B. C. Audit for

Rural Life and Farm Stock Journal

because paid in advance subscriptions, averaging 4,000 per month, have been secured during the past three months.

Deducting renewals on audit of January, 1923, of 51,663 copies, you are today getting, at only 35c per agate line, ACTUALLY 54,394 copy coverage on finest farms where every aid to convenience and happiness is eagerly sought and bought.

It's the best buy for the rate, even if 1924 A. B. C. Audit compels an increase.

RURAL LIFE PUBLISHING CO., Inc.

8 North Water St.

Rochester, N. Y.

Eastern Representative:

THOMAS H. CHILD, Fuller Building, New York City

Western Representative:

HARRY R. FISHER, Mallers Building, Chicago, Ill.

In Minneapolis

The Tribune Leads

in every detail of Net Paid
City Circulation

45,684 Tribunes delivered Daily by regular carriers.
TRIBUNE LEAD 6,041

22,421 Tribunes delivered Daily by Independent carriers and dealers.
TRIBUNE LEAD 14,199

15,248 Tribunes sold Daily to news stand customers.
TRIBUNE LEAD 2,042

Total **83,727** **City**
Daily **Circulation**

includes 374 counter sales and city mail subscribers

*The Tribune, both Daily and Sunday,
is read by*

35,000 More Families
than any other Minneapolis newspaper.

144,175 Daily **173,802 Sunday**

*Average Net Paid Circulation for Six Months
ending Sept. 30, 1923. (Publishers' sworn state-
ment to the U. S. Government and the A.B.C.)*

The Minneapolis Tribune

John B. Woodward
New York

Guy S. Osborn, Inc.
Chicago Detroit St. Louis

C. George Krogness
San Francisco

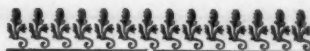
Gravure Service Corporation, New York

of devotedness and proceeds to spread it over the page of desolation." This is exactly the position in which the advertising writer finds himself. He is speaking for someone other than himself. He is playing the Cyrano de Bergerac to the business Christian, with the public in the character of Roxane. If he were speaking for himself, the task might be easier. Having taken on the character of someone else, it is doubly difficult to achieve style.

Sir Arthur Quiller-Couch seems almost willing to leave style in writing on the plane of good manners. While I think that good manners are important in writing advertising, I think that we should have something finer than good manners. We should have an impressive manner. We are even urged to write advertising as we talk. To my mind this would be most unfortunate—a most humiliating concession. If most men wrote as they talk their letters would not be admissible to the United States mails. I contend that there is a conversational manner, a telephone manner, a platform manner and certainly a writing manner.

I personally recall but four advertisements from which I received a sense of style and fitness—"fidelity to the idea and mood and perfect balance in the clothing of them." These advertisements were: "Time and Chance," by Elbert Hubbard, an exhortation for the Equitable Life; that famed "I Am a Printing Press," written by Robert H. Davis; Frank Irving Fletcher's "On the Wings of Morning" for Harrod's of London; Bruce Barton's "The Years that the Locusts Have Eaten" for the Alexander Hamilton Institute. These advertisements had the fervor of oratory, and it is a peculiar coincidence that they all savored of Biblical literature as if the writers had dipped their pens in the incense of the great Hebrew poets. No one can, however, deny that the Bible has commanded some influence in this world.

The advertising writer is a spe-



An Innovation in Printing

WE EXPERIMENTED with the idea of turning our equipment and plant over to buyers of large edition printing and binding—we "sold" them our plant, our facilities, and our staff of advisers.

The laboratory stage is passed, and the appreciation expressed by several nationally known publishers and advertisers has made this experiment an established plan.

We want you, Mr. Buyer, to walk in this plant, survey the complete mechanical equipment, the staff of craftsmen, our shipping facilities, and feel that they belong to you and are acting under your instructions.

No matter where you are located, we are at your back door with this idea and service, and we would welcome an opportunity to acquaint you with further details concerning our plan.



Haddon Press
INCORPORATED

Where Federal crosses Nineteenth Street
CAMDEN, NEW JERSEY

cial pleader and some of the quality of exhortation must be in his work. I am sure that style comes more spontaneously when one is filled to overflowing with his subject. The reason that Bourke Cochran was persuasive as an orator was because he had more of his subject in him than he could hold. When the mind is surcharged with a subject, it becomes electric. When Daniel Webster made his deathless reply to Hayne, the accumulation of the knowledge of the years came to his assistance. Webster said of this oration, "The air around me seemed to be full of arguments; I had only to reach out and pull down a thunderbolt and hurl it at him."

Robert Louis Stevenson has stated with clarity the only scheme by which a man may write without effort. "When truth flows from a man, fittingly clothed in style and without conscious effort, it is because the effort has been made and the work practically completed before he sat down to write. It is only out of fullness of thinking that expression drops perfect like a ripe fruit; and when Thoreau wrote so nonchalantly at his desk, it was because he had been vigorously active during his walk. For neither clearness, compression, nor beauty of language, come to any living creature till after a busy and a prolonged acquaintance with the subject on hand. Easy writers are those who, like Walter Scott, choose to remain contented with a less degree of perfection than is legitimately within the compass of their powers." The French formula for writing love letters—"Begin without knowing what you are going to say, and end without knowing what you have said"—cannot be applied to the writing of advertising.

John P. Altgeld, the Illinois statesman who was one of America's most moving orators, once spoke of the requirement of accuracy in all artistic effort. "Art does not admit of random touches. It demands entire accuracy. In music the singer is not permitted

to be guided by his feelings in dropping or adding notes; the laws of harmony must be followed, and like fidelity is demanded in speech."

NECESSITY OF PLANNING

The threatening danger in the lack of preparation is the committing of the sin of formlessness. Unless you have a plan, you are apt to wander all over your subject, like a colt in a meadow, without direction. Your accumulation of data may prove your undoing unless you methodically arrange the stuff according to its sequence and importance.

One of the most helpful of teachers is the Abbe Bautain, Vicar-General of the Sorbonne, who has written earnestly of the necessity for method in writing and speaking. "The preparation of the plan of a discourse implies, before anything else, a knowledge of the things which you have to speak; but a general knowledge is not enough; you may have a great quantity of materials of documents and of information in your memory, and not be aware how to bring them to bear. It sometimes even happens that those who know most, or have most matter in their heads, are incapable of rightly conveying it. The overabundance of acquisition and words crushes the mind, and stifles it, just as the head is paralyzed by a too great determination of blood, or a lamp is extinguished by an excess of oil."

You will note that Abbe Bautain treats of this "overabundance of acquisition." He tells you exactly why it is too heavy a load to carry. It is just knowledge badly distributed.

When information is properly arranged, it becomes pliable rather than unweildy. It becomes better clay. It admits of higher craftsmanship. Lord Tennyson contended that "an artist should get his workmanship as good as he can, and make his work as perfect as possible. A small vessel, built on fine lines is likely to float farther down the stream of time than a big craft."

SARAH FIELD SPLINT

CONSULTANT FOR ADVERTISERS & MANUFACTURERS
OF PRODUCTS FOR WOMEN

CLIENTS:

Dairymen's League
Co-operative
Association

Charles B. Knox
Gelatine
Company

Francis H. Leggett
& Company

Nestlé's Food
Company

Oneida Community
Ltd.

Packer Manufactur-
ing Company

Rumford Chemical
Company
and others

MISS SPLINT and her staff of experts specialize in interpreting the woman consumer's needs to manufacturers and advertisers of foods, household appliances, laundry products, toilet goods, home furnishings, textiles, and wearing apparel.

Merchandising ideas; laboratory research; investigations leading to an improved product or a popularized appeal; educational campaigns; food recipes; booklets; authoritative advice on matters of fashion and correct usage; properties for advertising photographs assembled and posed.

Office & Laboratory Kitchen

CHEMISTS BUILDING, 50 EAST 41st STREET
NEW YORK

Drawings in Line and Dry Brush

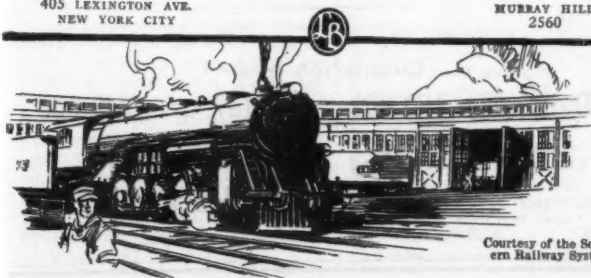
*Layouts, Visualizations, and Finished
Drawings in any medium for any
purpose, at a fair price, and on time*

LOHSE · BUDD

Advertising Artists

405 LEXINGTON AVE.
NEW YORK CITY

MURRAY HILL
2560



Courtesy of the South-
ern Railway System

First in Everything

THE PITTSBURGH PRESS

A SCRIPPS-HOWARD NEWSPAPER

Announces

That on and after January 1st,
1924, it will be represented in
the National advertising field by

ALLIED NEWSPAPERS, INC.

New York
52 Vanderbilt Ave.

Chicago
5 N. Wabash Ave.

Cleveland

San Francisco

*Pittsburgh's Greatest Daily
and Sunday Newspaper*

Circulation Now—

Daily, over 160,000 Sunday, over 240,000

Advertising Lineage in 1923

Over 24,000,000 Lines

I cannot emphasize too earnestly that when one has a poverty of ideas on a subject he cannot attain a great style. If one has a wealth of information he is free to take what he needs at the time of writing to express his idea and to leave the rest for another day. Because you have found a mine of data, there is no reason why you should garnish your copy with all of its gold. Restraint and reserve are the writer's means of thrift. Eden Philpotts has observed, "nothing without a skeleton can endure. Some art is alive; some art is fossil; but everything that has lasted, was built on a skeleton of form and modeled with the steel of stern selective power." Because you are called upon to write short copy is no reason why you should not have a heavy vanload of information. This enables you to select the best for your brief presentation.

This talk of an idle hour about being too near a subject to write about it, receives no sympathy from me. The speaker in such a case has merely neglected to formulate his understanding into usable shape. He needs what Professor Shaw calls "a cream separator for the brain." The successful attitude toward a business or a product implies about the same qualities that make a happy marriage—a familiarity that breeds not contempt but romance. Not everything you hear, see or read is grist for your copy mill—there is a lot of chaff. The result all depends upon the miller.

The study of words is an important aid in the accomplishment of an authentic style. However, the ownership of a copious vocabulary does not mean a writing style. You might empty before me a cask of gems and I would not be able to arrange even a few of them into an artistic pendant. Which words are slow and which are fast in conveying ideas; words which humanize; those which form the North Pole, and those which form the South Pole of your picture must be recognized on the instant of writing.

The Atlanta Journal Atlanta, Ga.

Eastman Kodak Company, Chera-my, Colgate & Company, Columbia Phonograph Company and Houbigant used full pages in the Rotogravure section of The Journal during December.

*Advertising in The Journal
Sells the Goods*



**Shuman
LABELS
in ROLLS**

*Save Time
Run through
Typewriter in
a Continuous
Strip*

**NEW LABEL
CATALOG**

*Printed in Colors.
A Label Reference Book
for your files. Write for
it on your Letterhead.*

SUGGESTION

*All Shuman labels
are printed on high-
grade strong fish
glue gummed stock that lies
flat, and sticks to your pack-
age. Labels printed in rolls,
pads, loose, die-cut odd
shapes, and embossed.*

THE FRANK G. SHUMAN CO.
Labels and Tags
Blatchford Bldg. Chicago

ALL
KINDS OF
LABELS
AND ALL
GOOD

I remember an announcement by Selznick Pictures which described Norma Talmadge as "the lady of tremendous contrasts." "Buttercups and orchids; spring water and champagne; tropical midnight and mountain sunrise; thrushes and peacocks; storm clouds and sunshine." This is skillful juggling, displaying the child of the field and the flower of an exotic civilization in chromatic compositions of words. It is not high art, but it is loftier than the flights of most advertising writers.

There are a great many things that determine the style of an advertisement. The first, of course, is the character of the product to be advertised; the environment in which the product is to be used; the mediums in which it is to be advertised. The copy then must be faithful to these three elements. What Galsworthy defines in such exquisite English is known in advertising circles by a brassier expression "slant." To bring Galsworthy down to the terms which we use every day, an advertisement must be loyal to its slant.

Mr. Murry has said that all style is artificial in the sense that all good style is achieved by artisans. We should all endeavor to become good artisans. The outstanding virtue is consistency—keeping to the Galsworthy formula. It was Galvin McNabb, a San Francisco attorney, who in a famous case warned the opposing counsel against "carrying a valentine into a cathedral." I am not willing to grant that all advertisements are mere valentines. We advertising writers are privileged to write a new chapter of civilization. It is a great responsibility to mold the daily lives of millions of our fellow-men, and I am persuaded that we are second only to the statesmen and editors in power for good.

**T. S. Mersereau, Secretary,
Butterick Company**

Truman S. Mersereau, who is a director, has been elected secretary of the Butterick Company, New York, succeeding J. Brewis, resigned. Mr. Mersereau is already secretary of the Butterick Publishing Company.

Subscription Publishers Uphold Federal Trade Commission

The Subscription Book Publishers' Association, at its convention at Chicago, went on record as favoring the action of the Federal Trade Commission in investigating sales methods of publishing houses that employ subscription methods of selling. The association voted its support to the Commission and decided to give full publicity to the findings of that body.

A committee was appointed by the publishers' group to try to establish some standard of merit for subscription books. This committee will report at the next convention of the association. It is expected that such a standard, if it can be established, will aid greatly in the advertising and merchandising of books.

The convention was addressed by Carl Rodin, librarian of the City of Chicago, and William B. Owen, president of the Chicago Normal School and former president of the National Educational Association.

The following officers were elected to serve for 1924: President, H. C. Johnson, treasurer of H. C. Compton & Company, Chicago; vice-president, J. B. Henderson, Southwestern Company, Nashville, and secretary-treasurer, Charles E. Singletary, of the Western Distributing Company, Chicago. S. J. Gillfillan, R. C. Barnum, John Rudin and L. F. Smith were elected directors of the association.

National Campaign on Korrek Shape Shoes Starts in Spring

A national advertising campaign on Korrek Shape shoes will be started next spring by the Field & Flint Company, of Brockton, Mass.

"Korrek Shape shoes are gentlemen's fine shoes made in the smartest styles," Troland Cleare informs **PRINTERS' INK**. "A distinguishing feature about them is that they are made over our own exclusive Korrek Shape lasts which are so accurately proportioned that a man may satisfy his desires as to style and shape of toe and yet enjoy the fullest foot comfort." This feature of the shoe, he states, will in all probability be made the keynote of the campaign.

Glaser & Marks, Inc., Boston advertising agency, has been appointed to direct this advertising.

"The American Mercury," a New Publication

The American Mercury, a contemporary review published by The American Mercury, Inc., New York, has been started by Alfred A. Knopf. The January issue is the first number. Mr. Knopf is publisher, George Jean Nathan and H. L. Mencken are the editors, and H. T. Hatcher is in charge of advertising.

Miss Edna Earl Lynn, for the last three years advertising manager of the Williamson-Halsell-Fraser Company, Oklahoma City wholesale grocer, leaves, January 1 to join The J. L. Hudson Company, Detroit.

Three New National Newspaper Advertisers Come to Janesville

They picked Janesville because of advantages accruing to them through superior service.

One writes as follows: "When handling a long list of newspapers and magazines the writer's experience has been that the vast majority of them, in fact 95 per cent of them, simply buy so much circulation at such a price. But every now and then you run across a publication that is an exception to this rule and that renders you an additional service, over and above furnishing you with circulation. That is true with the Janesville Gazette. In buying space there we buy circulation plus."

1924 appropriations coming into Wisconsin should include the Gazette because Janesville is a major Wisconsin market that is particularly worth while. It is responsive and quickly salable. Its worth as a try-out point has been demonstrated many times.

We will be glad to send a copy of our analysis, "A Rich Market," to advertisers and advertising agencies.

THE JANESVILLE DAILY GAZETTE

H. H. BLISS, Publisher

THOS. G. MURPHY, Adv. Mgr.

"An Unusual Newspaper"—Member of Wisconsin Daily Newspaper League

M. C. WATSON, Eastern Rep.,
236 Fifth Ave., New York City

THE ALLEN-KLAPP CO., Western Rep.,
1336 Peoples Gas Bldg., Chicago

Thrift and Buying Power In Springfield, Mass.

*Reproduced from a Springfield,
Mass., Bank Advertisement*

Third National Bank Has High Record In Year's Volume of Christmas Club Business

THIS year the Third National Bank distributed approximately \$688,000 in Christmas Club Savings. This represents one of the largest sums of Christmas Club money handled by any bank in the entire East.

The largest amount distributed this year by any bank in Philadelphia was \$528,390. The population of Philadelphia is 1,825,000. The population of Springfield is 140,000.

The Third National Bank believes that its depositors, who by their thrift have established this record, will take pride in their splendid accomplishment.

The high volume of Christmas Club business at eight other Springfield banks strengthens this testimonial to the thrift and buying power of this highly prosperous city and territory.

Springfield Republican Springfield Daily News

*The Leading Papers in New England's
Fastest Growing City*

600,000 Trading Population

Farmers and Manufacturers Plan Program for Common Welfare

A NATIONAL convention of farmers and manufacturers will be held at the Congress Hotel, Chicago, on January 14 and 15 under the auspices of the Illinois Manufacturers' Association. The purpose of this joint meeting is to work out a constructive program of permanent benefit to both farmers and manufacturers.

Among the subjects to be discussed are: Immigration laws, transportation, freight rates, production costs, legislation affecting the farm and factory, co-operative marketing of farm products and its possibilities, socialistic and communistic doctrines and taxation.

John M. Glenn, secretary of the Illinois Manufacturers' Association, in telling PRINTERS' INK about the proposed convention, said:

"The object of the convention is to enable farmers and manufacturers to get each other's viewpoint, to ascertain what interests they have in common and to co-ordinate their efforts in the public interest."

Ira Nelson Morris, United States Minister to Sweden, will speak as a representative of the Department of Agriculture. Among the other speakers on the program and their subjects are:

W. H. Stackhouse, general manager, French & Hecht, Davenport, Ia., "Transportation by Rail from the Shipper's Viewpoint"; Magnus W. Alexander, managing director, National Industrial Conference Board, New York, "Immigration from the Viewpoint of the Manufacturer"; James A. Emery, attorney for the National Association of Manufacturers, Washington, "The Constitution and the Citizen"; Hon. William Lloyd Harding, Des Moines, former Governor of Iowa, "Waterways and Their Part in the Transportation of the Products of the Farm"; John M. Kelley, Baraboo, Wis., "Co-operative Marketing of the Products of the Farm"; F. Edson White, president, Armour and Company, Chicago, "Marketing the Products of the Farm"; J. F. Zoller, General Electric Co., Schenectady, N. Y.; J. M. Smith, cashier, Lumbermen's Bank, Shell Lake, Wis., "Rural Banker's Relation to Agriculture"; Paul

B. Talbot, Iowa & Corn Belt Farmer, Des Moines, "Freight Rates and Their Economic Relation to Farm and Factory"; James R. Howard, president, National Transportation Institute, "Immigration from the Viewpoint of the Farmer"; A. J. Brosseau, president, Mack Trucks, Inc., New York, "Motor Truck Transportation for the Products of the Farm," and Congressman L. J. Dickinson of Iowa.

Advice on Registering Window Envelopes

Registered letters for foreign destination will not be accepted if enclosed in transparent envelopes or in window envelopes having an open panel, according to a recent notice sent out by the Post Office Department.

To be acceptable a transparent panel must form an integral part of an envelope, and be parallel to its longest side, the address appearing in the same direction.

Window envelopes will be accepted for domestic registration when the transparent panel does not form an integral part but no indemnity will be paid for loss under such circumstances.

Plan New Links for Ontario Candy Chain

The Betty Brown Candy Company, Ltd., operating a chain of retail candy stores in Toronto and six other Ontario cities, announces in newspaper advertising, a policy of expansion and the forthcoming opening of new stores.

F. A. O'Connor, former president and general manager, has sold his interest in the company to J. J. C. Downey, who has become president, and D. M. Downey, general manager.

J. B. Greiner, Jr., with Standard Farm Papers

J. B. Greiner, Jr., has joined the Western staff of Standard Farm Papers, Inc., at Chicago. Mr. Greiner was formerly with the Buick Motor Company, Flint, Mich., and also the Campbell-Ewald Company and Brooks, Smith & French, Inc., Detroit advertising agencies.

Reading "Herald-Telegram" Appointment

The Reading, Pa., *Herald-Telegram* has appointed Hamilton-Delisser, Inc., publishers' representative, New York, as its national advertising representative.

A. K. Higgins with Frank Seaman, Inc.

A. K. Higgins, recently with the United States Advertising Corporation, Toledo, has joined Frank Seaman, Inc., New York.

Putting Spirit of 1924 into Product of 1889

(Continued from page 6)

change and sometimes will stand for more than the manufacturer at first may be inclined to give them.

The youthful spirit of Kodak has been covered in these pages. Kodak remains perennially young in the eyes of the public because of the continuity of forward steps, nearly all of which are apparent to the eye. Films replace plates. Daylight development replaces dark-room development. Exposure-determining shutters replace guesswork shutters. An autographic device eliminates the possibilities of slips in memory. Home-enlarging apparatus becomes inexpensive and simple to operate.

No business—no matter how old—can fail to exhibit the attractive spirit of youth if its heads are constantly thinking of new improvements or new opportunities to widen the range of usefulness to the purchaser.

Curiously enough, manufacturers sometimes have, like Eastman, a policy of continuous improvement. But it never gets over to the public. A water-logged old business recently called in several advertising agents and frankly admitted that ground was being lost. The product manufactured was apparently as much a staple as nails. One agent touched on the possibility of getting a new note in the business. The reply was that many improvements had been made during the last few years. The product, through innovations in manufacturing methods, had been given new uniformity. It was made of better raw materials than ever before. Unfortunately, these improvements were not the kind that are apparent to the eye. But they could be simply explained through diagrams and a popular science type of copy. Advertising of this type is serving to put the stamp of "1924" on this old-timer which now is seen to have younger arteries than the average man realized.

So insistent is the average person's interest in "new things" that one prominent advertising man never loses a chance to run an "Announcement" type of advertisement describing any new step in manufacture no matter how trivial it may seem to be. "That is the reason," he says, "why so many automobile advertisements are interesting. The automobile advertiser never loses a chance to tell about new and up-to-the-minute features, whereas the advertiser of ink or vanilla usually keeps his copy on a dead level."

THE NEVER-CEASING DEMAND FOR SOMETHING NEW

People talk sentimentally about "the good old days," but few really want them back again. An honest, old-fashioned sort of man who prided himself on his ability to manufacture in "the good old way" insisted that this old-time skill be the basis for his advertising copy. The appeal was not particularly effective. Reluctantly he agreed to tell rather of the steps he was taking to keep his line right up to the minute. The boast of old age seems to be getting less popular.

The old product sometimes takes on a new lease of life by adding an ultra-modern attachment. Right now a certain manufacturer has worked out special phonograph models capable of being used equally well as radio equipment. The idea is not exactly new, but it will certainly put the spirit of 1924 into this manufacturer's line if the new models are ready to be advertised extensively before the year is over.

The marriage of an old and a new product can often be made the means of bringing the older commodity up to date. Even where both products are old, the mere idea of combination is new. Phonographs and movies are both well seasoned by this time, but the first theatre to present them in a perfected combination will certainly be offering something new.

The chassis design of the Ford car has changed but little for several years. But Ford has kept his car perpetually young largely through a constant reduction in

Truth

Established 1898

412 Eighth Avenue
New York City, N. Y.

Papers Which Still Sway the Masses

The most powerful press influence in the world today is that exercised by the religious press.

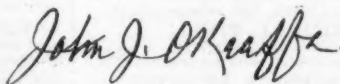
Very few papers pretend, nowadays, that they lead public opinion. Most of them are content to admit (to themselves, at any rate) that they follow public opinion.

Catholics buy their papers to get leadership. They do not contest the statements they read on matters of their faith. They place the utmost reliance upon almost everything they read in the columns of Catholic periodicals.

Catholics repose their trust in the leadership of Catholic editors.

TRUTH MAGAZINE has been a member of the Audit Bureau of Circulations nine consecutive years.

TRUTH MAGAZINE goes to press on the First of each month. Copy received up to January First will be in time for insertion in the February number.



President.

JOSEPH P. SHEILS
Western Advertising Office
906 Boyce Building
Chicago, Ill.

EDWARD P. BOYCE
Eastern Advertising Office
706 Emmet Building
New York, N. Y.

Are You Getting Your Share of Business in New England?

"There is a tendency on the part of the manufacturer and wholesaler to undertake distribution over larger territories than can be intensively and economically served. Where too extensive distribution has developed, accounts become scattered, selling costs, advertising, and transportation become extravagant and wasteful."

—from the Government report on
Marketing and Distribution.

Dr. J. T. Dorrance, President of the Campbell Soup Co. recently said: "National advertising without complete distribution is a waste." It is being proved that the only logical method of covering the entire country is to develop the key markets individually.

The New England States offer to manufacturers a territory that can be worked intensively and economically at a minimum appropriation. The cities and towns are closely knit. Jobbing centres are located in most of the big cities. Excellent railroad facilities are on hand for the distribution of your merchandise. This means economy in maintaining a sales force, since your men can cover a large territory in a short time; there being no long trips between towns.

New England distributors and consumers are receptive to advertised merchandise. Get them to buy your products. You can do this by advertising in The Home Daily Newspapers of New England.

SPRINGFIELD, MASS., UNION

Daily Circulation 64,783 A.B.C.—2c copy
Population 129,563, with suburbs 425,000

WORCESTER, MASS.

TELEGRAM
GAZETTE

Daily Circulation 78,920 P. O.
Population 179,754, with suburbs 350,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,911 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT.

POST
TELEGRAM

Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES

Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER

Daily and Sunday Cir. 37,063 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,829 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS

Daily Circulation 28,400 P. O.
Member A. B. C.
Population 69,169, with suburbs 75,000

BROCKTON, MASS., ENTERPRISE

Daily Circulation 22,393 P. O.—2c copy
Population 69,000, with suburbs 100,000

MERIDEN, CONN., RECORD

Net Paid Cir. 7,255 A. B. C.—3c copy
Population 37,739, with suburbs 60,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 12,230 P. O.
Population 22,779, with suburbs 40,000

FITCHBURG, MASS., SENTINEL

Net Paid Circulation 11,191 P. O.
Population 41,029, with suburbs 110,000

LYNN, MASS., ITEM

Daily Circulation 16,643 A.B.C.—2c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS., STANDARD & MERCURY

Daily Circulation 32,425 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS

Daily Circulation 20,702 P. O.
Population 43,697, with suburbs 150,000

EACH OF THE NEWSPAPERS here
named is a power in its home
community.

price. New prices make new values. And new values make new cars!

In short the eternal question is "What's new?" The manufacturer who wants 1924 to exceed 1923 is watching his marketing plans more than ever for an element which will supply a practical novelty—the new touch which will interest the public as much as the Prince of Wales's latest clothes interest the young fellow who is scraping together the price of a new suit.

"Cosmopolitan" Staff Changes

J. S. Flynn, who has been with *Cosmopolitan*, New York, for a number of years, has been appointed manager of the Philadelphia and Southern territory, effective January 1. He will succeed Marvee Lake, who has resigned, as reported elsewhere in this issue of *PRINTERS' INK*. Mr. Flynn has been engaged in sales and merchandising work for *Cosmopolitan*.

Harry R. Palmer with O'Keefe Agency

In reporting the addition to the staff of the P. F. O'Keefe Advertising Agency, Inc., Boston, of Harry R. Palmer in *PRINTERS' INK* of December 13 it was erroneously stated that he formerly was with the Gardner Advertising Company and The Potts-Turnbull Company. Mr. Palmer formerly had been with the Charles W. Hoyt Company, Inc., New York, and The Arthur M. Crumrine Company, Columbus, O.

Cleveland Advertising Club to Give Annual "Us Boys" Party

The Cleveland Advertising Club will give its tenth annual "Us Boys" party at the Statler Hotel at noon on December 28. This party is given each year for about five hundred poor boys. A program of entertainment follows a dinner and each boy is presented with some article of clothing and a bag of candy and fruit which are donated each year by club members and Cleveland firms.

J. H. Lackey Buys "Southern Literary Magazine"

The *Southern Literary Magazine*, Atlanta, Ga., has been bought by Joseph H. Lackey, of Nashville, Tenn. The publication office will be moved to Nashville and the first number issued from there about February 25. Mr. Lackey, who has been circulation manager of the Nashville *Banner*, will be business manager of the magazine.

Robert U. Neal, formerly with *Hardware Age* and the *Dry Goods Economist* has joined the advertising staff of the *National Real Estate Journal*, Chicago.

The biggest Merchandising unit in Maine

both retail and wholesale, and one of the best in the entire United States in proportion to its population, is PORTLAND and Its Immediate Trading Zone.

In this zone the EXPRESS has, by far, the LARGEST CIRCULATION.

*Concentrated
Circulation
Brings Most
Results!*

Portland Express

"The Paper That Goes Home!"

*The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago*

BINDERS FOR PRINTERS' INK

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold.

Printers' Ink Publishing Co.

185 Madison Ave. New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. TELEPHONE: ASHLAND 6500. President
and Secretary, J. I. ROMER. Vice-President,
R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank
Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building,
Geo. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building,
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,
H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;
quarter page, \$25; one inch, minimum \$7.70.
Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

EDITORIAL STAFF

C. B. Larrabee, Bernard A. Grimes
E. B. Weiss, August Belden

Ralph Rockefeller

Chicago: G. A. Nichols
D. M. Hubbard
London: Thomas Russell

NEW YORK, DECEMBER 27, 1923

"Printers' Ink's" Biggest Year In December it is customary for businesses, as well as individuals, to take a glance back over the year's progress and accomplishments so that the future may be planned wisely, in the light of past experience.

PRINTERS' INK is pleased to report to its friends that 1923 has been the biggest year in the thirty-five years of its history.

We owe a grateful word of thanks to our subscribers. These business executives, by their useful and broadminded co-operation, have made our editorial progress possible. The men who read PRINTERS' INK are its sources of information as well as

its subscribers. Their willingness to allow us to broadcast the facts of their profit-building sales and advertising ideas is the basis of our progress.

To the several thousand of such executives who have co-operated with us in 1923, we now express our sincere appreciation. The fact that their experiences have proved helpful to others is shown by the gradual growth of our list of subscribers, which has increased from 12,614, five years ago, to the present circulation of 20,800 a week. Today our paid mail circulation is greater than at any other time in our history.

While our hand-picked circulation has been increasing, the ideas which manufacturers have swapped for one another's benefit have proved of continually greater usefulness. This is indicated by the following table of mail subscription renewals.

Year	Per Cent
1918.....	67.2
1919.....	71.8
1920.....	73.5
1921.....	76.1
1922.....	77.3
1923.....	79.8

To round out our service, *Printers' Ink Monthly*, an illustrated magazine of sales, marketing and advertising, was started in December, 1919. From this standing start four short years ago, the *Monthly* has come along with giant strides so that today it is second in circulation and influence only to the WEEKLY started July 15, 1888. The present edition of the *Monthly* is 16,500.

When it is considered that the PRINTERS' INK Publications have not deviated from their policy of choosing readers without the use of general lists, solicitors, subscription agents or premiums, the present circulation indicates that

the ideas of modern merchandising in their pages are proving more valuable than ever before.

In order to grow, any business must continue to serve. The steady and continual growth of subscribers is one measure of service. Our Research Department offers another measure. In 1923 over 20,000 requests were received by PRINTERS' INK for every conceivable sort of management, sales and advertising information. This is the largest number in our history.

In order to fill the broad needs of progressive business executives, our Research Department has indexed the information which has appeared in PRINTERS' INK for the past fourteen years. Today this index contains more than 265,000 cards.

Another measure of a publication's progress is the amount of money invested in its pages by its advertisers. More money was invested in the pages of PRINTERS' INK in 1923 than in any other year of its history. Both 1922 and 1923 have shown substantial increases in advertising revenue over the boom year of 1920.

As circulation, service and revenue have increased, our advertisers have been buying more for their money. Here is the record which shows how the rate per page per thousand has decreased 32 per cent in the last five years.

Date	Rate Per		Rate Per	
	Page	Edition	Page	Per M.
Jan. 2, 1919..	\$90	12,614		\$7.14
Jan. 3, 1920..	100	18,300		5.46
Jan. 6, 1921..	100	18,700		5.34
Jan. 5, 1922..	100	19,586		5.10
Dec. 27, 1923..	100	20,800		4.80

Printers' Ink Monthly also exceeded all its previous advertising records in 1923. A quota of eighty pages an issue was set by

the Sales Department last December. This quota was exceeded by more than forty-six pages, an increase over 1922 of 171 pages.

The *Monthly* has shown a steady gain in income year by year since its start, its increase in 1923 over the boom year of 1920 being 32.6 per cent.

To you, our subscribers, who have made 1923 our biggest year, we express our sincere thanks and our sense of responsibility.

A look backward is merely the preparation for the next stride ahead. We pledge our word, with your continued co-operation, to make our service for 1924 bigger and better than ever. It has been a great help to have your co-operation during the year in building a service for the good of business as a whole. Your plans, your ideas, and your progress help the progress of industry generally. We are proud to have been the means of broadcasting them.

Your co-operation has helped us. We hope our treatment of your ideas has helped you also, and we wish for all, another year of service and co-operation which build progress and success.

The Salesman as a Market Investigator

Can the sales force be relied upon correctly to report market conditions when the firm is contemplating putting out a new product? Many concerns depend upon their own sales force in such a situation; others rely entirely upon special investigators hired for the occasion.

Two recent incidents indicate that the results secured from either source should be checked against the other. One manufacturer was considering the advisability of adding to his line a specialty product produced and advertised extensively by but one

other maker. He wanted to find out in advance the faults of his competitor's product and avoid them in his own. When his sales force tried to act as market investigators they ran into difficulties. Some customers thought the questions asked were part of a new sales plan and were therefore "cagey" in making their replies. Some of the salesmen found out just what they thought their sales manager wanted them to discover. One or two secured valuable information from retail friends as to the price at which they thought they could sell the new article.

Seven outside investigators were sent out to check up the results. They called on retailers with the idea that the information secured would obviate later complaints on the specialty. The facts secured resulted in a product made after the specifications of a portion of the trade, two mechanical disadvantages were avoided in the new product and an advertisement in trade papers featuring these facts produced 15,000 dealer inquiries.

Things the dealer hesitated to tell the sales force he did tell the outside investigators. These men secured information that was uncolored because of the firm's reputation in the trade. The sales force, on the other hand, supplemented this information with their own knowledge of prices and trade practices. The combination result was better than either alone.

Winter Building - Helps Advertising - S. W. Straus & Company, in their bulletin the "National Monthly Building Survey" reports November building permits issued in twenty-five of the country's leading cities to the grand total of \$214,408,114. This represents a gain of 30 per cent for the whole country over November of last year. It is again of 5 per cent over October of this year. This last gain is, in itself, remarkable, since, except in 1922, October permits always outnumbered those of November.

We might attribute this building prosperity to the unusually fine weather that prevailed every-

where last fall, if it were not for the fact that the figures we have quoted represent permits and not actual construction. Construction on November permits would not begin until late November or December. Therefore, if these figures mean anything, it is that we are going to witness an extraordinarily heavy volume of building this winter.

Thus we have evidence that Secretary of Commerce Hoover's campaign to even out the seasonal valleys and peaks in the construction field has already taken hold. We are the more certain of this when we learn that the gain in permits over November of last year in St. Paul, Minnesota, is 331 per cent. St. Paul is typical of the Northern cities where outside building construction used to cease almost altogether during the cold months.

Of course advertising should be given some credit for this most desirable change. The number of manufacturers of building construction products who have prolonged the season of their advertising has been increasing each year. Because this intensifies the demand for building, the season of actual construction has also been prolonged.

But whether or not we are ready to accept this last conclusion, it is undeniable that advertisers in general will be greatly benefited by the year-round activity in the building field. The partial suspension of building during winter always acted as a slowing-up influence on a host of industries.

Are There Other "Oh, So Comfy" Slogans?

PANELON UNDERWEAR COMPANY,
MELROSE, MASS.

Editor of PRINTERS' INK:

As a subscriber to PRINTERS' INK and knowing the comprehensive record files that you have of slogans, I am wondering if you can tell me if the following slogan has ever been used.

"Oh, so comfy." The phrase is so descriptive of our garments that we are planning to use it unless there is someone else who has used this phrase as a slogan.

PANELON UNDERWEAR COMPANY,
R. S. LITCHFIELD.

Do You Know All These Names?

RUDYARD KIPLING

ZANE GREY

HAL G. EVARTS

P. W. WILSON

WALTER CAMP

ARTHUR B. REEVE

DOUGLAS FAIRBANKS

HOMER CROY

J. ALLEN DUNN

WILLIAM T. HORNADAY

COL. THEODORE ROOSEVELT

*All of these men are writing for
Boys' Life*



**Advertisers who use the Scout Magazine,
Boys' Life, get a quality circulation.**

Forms for March Issue Close January 25th

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE

200 Fifth Ave., New York, N. Y.

37.S. Wabash Ave., Chicago, Ill. Union Bank Bldg., Los Angeles, Cal.

Fortune Products Company individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY:*

NAME	TITLE	WEEKLY	MONTHLY
John L. Fortune	<i>President</i>	Yes	Yes
F. P. Keogh	<i>Vice-President</i>	"	"
M. C. Watters	<i>Treasurer</i>	"	"
R. B. Brown	<i>Sales and Advertising Manager</i>	"	"
P. Rossi	<i>Superintendent</i>	"	"
M. Gabler	<i>Superintendent</i>	"	"
H. J. Hannigan	<i>Auditor</i>	"	"
J. F. Driscoll	<i>Bookkeeper</i>	"	"

*Information furnished by the Fortune Products Company.

Vanderhoof & Company, Inc., individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY.*

NAME	TITLE	WEEKLY	MONTHLY
H. D. Sulcer	<i>President</i>	Yes	Yes
E. M. Nolen	<i>Vice-President</i>	"	"
F. W. Thurnau	<i>Vice-President</i>	"	"
F. D. Mayer	<i>Vice-President</i>	"	"
L. H. Copeland	<i>Assistant to President</i>	"	"
I. B. Bollinger	<i>Treasurer</i>	"	No
R. N. Cushing	<i>Secretary</i>	"	"
Stanley Morse	<i>Director of Research</i>	"	Yes
G. Heiland	<i>Mechanical Manager</i>	"	"
H. Kessler	<i>Traffic Manager</i>	"	No

*Information furnished by Vanderhoof & Company, Inc.

The Little Schoolmaster's Classroom

THE Schoolmaster is acquainted with a manufacturer who years ago discovered that his salesmen were able to sell more effectively when they delivered a prepared selling talk. The machine which this manufacturer produces is of such a nature that it has to be explained thoroughly before it can be expected that a prospect will even become interested in it. To make a proper explanation the salesman must deliver a set selling talk. For years it was the practice of this manufacturer to have his representatives arrange in advance for a fifteen-minute appointment. The prospect was told frankly that it took the salesman about that long to deliver his talk. This plan always worked well. The manufacturer is successful and it therefore must be assumed that his selling methods have been effective.

The salesmen, however, always complained that one of the worst difficulties they had to contend with was the interruptions which the prospect insisted on making by asking questions. The salesman would be getting nicely under steam when all of a sudden out would pop a question. After answering this, it was difficult for the salesman to get back into the trend of his selling talk. If he did succeed in resuming the old gait it would usually be only another moment or two before the prospect would ask another question, and the same thing had to be gone through all over again.

* * *

However, about a year ago this manufacturer hit upon a method which overcomes this trouble. He now has his salesmen travel in pairs. One of the salesmen calls and makes an appointment for a canvass later in the day. When the interview is held the salesman who made the appointment sits in the background as a sort of mysterious figure and has nothing to say. The other salesman does all the talk-

ing. The fellow sitting silently on the side-lines somehow looks like the boss who is there to see that the canvass is put on properly. The air of mystery which surrounds him lends effectiveness to his presence. However, the purpose of having this third party sit in becomes apparent whenever the prospect asks a question. When a question is asked the salesman who is making the canvass stops talking and the heretofore mysterious third party answers.

* * *

The Schoolmaster was recently allowed to sit in as a fourth party in one of these sales. The selling canvass was about half over when the prospect suddenly said: "You have a good machine all right, but I understand that it doesn't wear well." At that the silent stranger spoke up: "What makes you think that, Mr. Jones?" He said it in a quiet, confident way, which made Mr. Jones wonder why he did say it. After giving Mr. Jones a couple of moments to reply, this second salesman said: "Well, I can answer that question for you. In twenty-two years we have sold 2,316,234 of these machines and a recent canvass of all our customers in the United States shows that every one of these machines is still in use with the exception of something less than 1,000."

The man's question was answered so effectively that he had nothing more to say, and neither did the salesman who answered the question. The first salesman went on with his canvass, his enthusiasm unimpaired, and the talk was completed and the sale made without any more questions being asked.

Sometimes, of course, a prospect is struck who asks many questions. In each case, however, the second salesman answers them. The first salesman does not have anything to do but deliver his canvass. The second salesman does the closing and gives the impres-



*Your Name, too, Would Look
Well in a Flexlume*

FLEXLUME Electric Signs will bring your name to the attention of thousands every day at small cost. More than that, they will "tie" your other advertising right to the place your product is sold.

Scores of large advertisers are using Flexlumes as the needed link between general publicity and sales. Experience has shown them that nowhere is advertising more effective than on the dealer's store front, but it must be the right kind of advertising—strong display combined with dignity and art.

*Let us send you a sketch showing your
name in the form of a Flexlume*

FLEXLUME CORPORATION
1040 Military Road BUFFALO, N.Y.



sion all along that it is he who is managing the interview. While his companion is necessarily loquacious, the second salesman is always direct, quick, brief and incisive in anything he says.

* * *

There are so many surprises in advertising. Because of unexpected competition, one of the largest bakeries in New York, a bakery which is an institution, in its way, with numerous branches and many dealers, had occasion to send a hurry-call to California for a younger member of the firm.

He was told the situation and asked to "get busy."

One of the first things he did was to liven the selling appeal of plum puddings. He had them artistically wrapped in tissue, tied with silk ribbons and then attached to each the most charming of small envelopes containing embellished instructions as to how to serve.

Believe it or not, as you will, many persons who bought the puddings served them COLD!

The envelopes bore an interest-

ing phrase and were illustrated, as were the instructions on the sheet inside.

And something about that neat envelope, arousing curiosity, made many persons entering the stores stop and investigate. Sales have about doubled, and it is attributed in no small measure to the "teaser" envelope.

People just can't resist the temptation to see what is inside. Curiosity gets the better of them. The idea is being applied to three-fourths of the products made by the concern.

* * *

The Schoolmaster, in a talk with a prominent dairyman, learned some facts about "Cow Test Associations," their amazing work and the unusual advertising ideas which have been put into practice.

But what is a "Cow Test Association" and what is its object?

Each section has its own branch and there are now about 600 individual associations scattered over the country. Their aim is the breeding of better stock, as opposed to the scrub cows so often

Advertising Solicitor Wanted

The publisher of a monthly class magazine having 15,000 circulation among scientific agricultural men, county agents, farm bureau officers, etc., is looking for a high grade advertising solicitor.

This is a real job for the right man. It is straight salary or salary and commission. You can make your own opportunity for advancement.

Write immediately, giving full details of your past experience and your qualifications for this position. Address "T," Box 80, care of Printers' Ink.

Saving Time and Money for Advertising Agencies

Two years ago an agency, to place copy in 54 School Journals, would have been forced to

Handle 54 orders, with all the detail work of confirmation, correspondence, insertion orders, etc., etc.

Make 54 cuts of half a dozen different shapes and sizes.

Keep 54 sets of circulation and market data.

Rely on 54 different sources of information, none of them with authority or responsibility to speak for the whole field.

NOW—

One order, one piece of copy and one billing take care of the whole job.

Every Agency knows the value of this Billion-Dollar Field—nearly half a million teachers, superintendents, trustees and others, who not only buy on their own account every article appealing to educated men and women, but also directly and indirectly influence the purchase of all school supplies, building equipment, etc.

Heretofore it has been too much expense and bother.

But not now—thanks to

SCHOOL GROUP, Inc.

M. P. McNEELY, President

Carondelet Bldg., New Orleans, La.

EVENING HERALD
 Los Angeles, Calif.
Gained 21,696
Daily Average Circulation
 Sworn Government Statement, Six
 Months Ending Sept. 30, 1922,
 145,953 Daily. Six Months End-
 ing Sept. 30, 1923, 167,649 Daily.
 Increase in Daily Average Circula-
 tion, 21,696.

It Covers the Field Completely

REPRESENTATIVES:
 H. W. Moloney, 604 Times Bldg., New York
 G. Logan Payne Co., 461 Tower Bldg., 6
 North Michigan Ave., Chicago.
 A. J. Norris Hill, 710 Hearst Bldg., San
 Francisco, Calif.

CIRCULATION MANAGER

Who Gets Results

is now available to New York publication that requires a man with considerably more than average experience and ability. Either salary or commission arrangement.

Address "W," Box 81,
 care of Printers' Ink.



Offset Gravure
 CORPORATION

Illustrated Printing

351 West 52nd Street
 New York

seen. Some 300,000 animals come under the jurisdiction of the association. In the State of Wisconsin alone there are 151 branches, taking care of 70,000 cows.

Very novel advertising is employed, for it must be realized that the audience is a peculiar one.

Cartoons have been found remarkably effective. They are so striking, so unusual, so easily understood at a glance, without much study and with a minimum amount of explanatory text.

The Schoolmaster has seen some of these cartoons. One, for example, shows a cow brought up for judgment before four unique characters. There is an animated "Milk Record," a book labeled "Cost of Cow Feed" and two of the mechanical devices commonly used for tests. And bossy must appear before these judges, where her true worth is shown beyond the shadow of a doubt. "If she is a 'boarder'—to the butcher's with her" is the stern verdict.

* * *

What do you know about the possibilities of a town's own institutions, advertising the town while advertising their own interests?

The Schoolmaster has in mind the instance of a quaint old city—

A Publisher's Opportunity

A successful publisher with a twenty-year record of owning, managing and "building up" publishing properties, desires a connection with a technical, trade or class magazine.

Address

R. L. C., Box 85
 Care of Printers' Ink

COLOR, PERMANENCE AND ECONOMY

PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins in 137 cities and towns of Northern N.E.

THE KIMBALL SYSTEM
 LOWELL - MASS.

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supposed to be the oldest city in the United States — St. Augustine, Fla., where Ponce de Leon landed in his quest for the fountain of perpetual youth.

However that may be, the banks of this ancient and venerable village have united to do their bit in advertising the community. And they do it by means of their checks and stationery.

They have selected trade-marks which, while valuable as commercial assets, at the same time exploit their own town.

These insignia appear on all checks, on literature, on stationery and in such advertising campaigns as appear in State newspapers.

And there has been quite a race for the pictorial elements.

One bank uses the great lighthouse which stands on Anastasia Island, nearby.

Another uses the famous city gates. You have seen these gates in the geography you studied at school as a youth.

Still another employs the very wonderful old historic Fort

Marion, which is interlocked with a nation's history.

And when a statue was erected in honor of Ponce de Leon himself, still another bank promptly took over the figure and reproduced it for commercial purposes. Thus, one by one, those illustrative themes which are, in themselves, advertisements for the city, have been selected as bank trade-marks.

Detroit Agency Changes Name

R. C. Banker & Company is the name of a new company which has been formed at Detroit to take over the business conducted by the Banker-Evans-Brisebois Company, Inc., advertising agency. The change is one of name only.

Jay H. Maish Agency Increases Staff

E. J. Sirmay has joined The Jay H. Maish Company, advertising agency, Marion, O., as an account executive. He was formerly with Buckley, Dement & Company, Chicago, and more recently had been advertising manager of the Studebaker-Wulff Rubber Company.

Chicago Agency Wants a High Grade Solicitor

Medium size Chicago advertising agency of high standing has opening for able, energetic agency solicitor, with successful record as a result getter. Must be thoroughly familiar with the advertising situation in this field. Agency has all recognitions and memberships and renders exceptional service. Give record in full and basis of compensation desired.

Address "A," Box 82, Care of Printers' Ink.

Illinois Merchants Bank Building

Chicago, Ill.

WANTED

Sales Research Man

Young man, about 28, with several years' experience in sales and advertising work. Prefer man who has done sales research work, and had experience in automotive fields. Must be well enough trained and educated to be able to draw definite and correct conclusions from trade investigations he would be required to make. Location, Springfield, Mass. Salary about \$50.00 to start. Splendid opportunity for the right man.

Address "D," Box 85, care of Printers' Ink

W. I. HUGHES

Circulation and Promotion Service

1808 Tribune Bldg.

Beekman 4987

Use an S. & M Mailing List

Anticipate your need for the 1924 Campaigns—get our estimate of the number of names, cost, and length of time required to compile

A LIST OF YOUR PROSPECTS

SAMPSON & MURDOCK CO.
247 Summer Street Boston

American Sumberman

CHICAGO

offers advertisers lowest rate per hundred. Investigate!

A. B. C. Est. 1873

F. J. Nixon to Join Charles B. Knox Gelatine Company

F. J. Nixon, for twelve years a member of the sales staff of The Hills Brother Company, New York, Dromedary dates, will join the Charles B. Knox Gelatine Company, Johnstown, N. Y., on January 1. In his new position Mr. Nixon will have charge of sales.

The Knox company will conduct a campaign to open new channels of distribution for its product. This campaign will emphasize the importance of Knox gelatine in dietary uses.

Portland, Ore., Advertising Club Elects Officers

The Portland, Ore., Advertising Club has elected the following officers to serve for the six-month period ending June, 1924: President, Paul T. Shaw; first vice-president, W. J. Piepenbrink; second vice-president, Thomas R. King, and secretary-treasurer, A. L. Steele.

In accordance with the recommendations of the Associated Advertising Clubs of the World, the Portland Club will hold its future elections in June of each year.

New Advertising Business Started at Detroit

A new advertising business has been formed at Detroit by S. M. Fechheimer under the name of the Industrial Advertising Company. For the last twenty years Mr. Fechheimer has been with The Truscon Steel Company, Youngstown, O., where he had charge of advertising.

BEST-TEST WHITE RUBBER CEMENT

A Real Adhesive

Send for free sample

UNION RUBBER & ASBESTOS CO.

1133 Broadway N.Y. City

Printing Production Man

available for Advertiser, Agency or Printer. Age 32, Gentle, college graduate with practical experience. Served as purchasing agent and assistant, shop superintendent; recently participated in typography campaign of manufacturer serving printers and advertisers. Knows technical details and can plan and supervise to secure a complete product. Address "C," Box 84, Printers' Ink.

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

PERIODICALS, HOUSE ORGANS, CATALOGS, etc.—First-class work; All service; prices reasonable. Doing printing of this nature, but can take on more. City advantages, country prices, 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

WANTED—Salesmen and State distributors to sell a new bank advertising service. State experience and give references. One order per week means a \$10,000.00 salary. Bond or deposit required. Box 599, Printers' Ink.

Clear your Canadian classified advertising through

THE CANADIAN CLASSIFIED CLEARING CO. TORONTO, CANADA

Free directory on request.

A PUBLICATION PRINTING HOUSE well equipped, 30 minutes from New York, doing book and catalogue work, can take on a few more periodicals.
JERSEY PRINTING CO.
10 W. 23d St., Bayonne, N. J. Phone 1265

WANTED—A man with publishing and investing experience, ready to invest small amount of cash to obtain part ownership in Business Paper. A most exceptional opportunity for rapid development. State personal qualifications and full details, give telephone number. Box 623, Printers' Ink.

HELP WANTED

SALESMAN TO REPRESENT WELL KNOWN NEW YORK COMMERCIAL ARTIST. WRITE GIVING FULL DETAILS TO BOX 612, PRINTERS' INK.

Layout and copy man, experienced on department store and daily newspaper work. Publisher, THE TIMES, Raleigh, N. C.

FOREIGN LANGUAGE ADVERTISING EXPERT

Inside man six years with leading foreign language advertising agency, now employed in executive position. Versatile experience: Copy writing, layouts, research and market analyses, foreign language translations, space buying and all office details. Fluent knowledge of Spanish, German, Italian, French, Polish, Russian, Bohemian, Slovak, Hungarian, Portuguese, Jewish, Ukrainian, and a number of other Slavic and Germanic languages. Several years' printing experience. Box 602, Printers' Ink.

WANTED: In Typographical Department of New York advertising agency, a young woman with knowledge of the various type faces and experience and skill in their use for magazine and newspaper advertisements. Please state salary and experience. Box 607, Printers' Ink.

SALES MANAGER!

WM. H. LUDEN, INC., Reading, Penna., need the services of a high-grade Sales Manager who can plan and organize sales work, and one who understands the candy business.

Reference required. State salary expected with your written application.

SALESMAN: We have an interesting proposition to offer applicants who have some experience in high-grade printing. Good personality and satisfactory references absolutely essential. We do the missionary work by mail, and supply you with live prospects. Territory: Newark and surrounding Jersey towns. Apply with full information as to experience, etc. Box 600, Printers' Ink.

EXPERIENCED COPY WRITER

Chicago agency serving large national manufacturers wants man to prepare engineering sales literature. Splendid opportunity for young engineering graduate with agency or house-organ experience to do bigger work. Permanent position in growing organization. Give education, experience, age, religion, present salary. Replies confidential. Box 632, care of Printers' Ink.

RAPID COPY WRITER Young Newspaper Reporter or Advertising Man

DOES THIS DESCRIPTION FIT YOU?

He can generate power by the use of good English.

He can see behind the scenes of life and is thoughtful about what he sees. His Imagination has created a high place for his Ambition to reach. He will read this ad carefully and answer it with understanding.

He can write a letter proving that this description fits him.

He can show us that he is worth between fifty and seventy-five dollars a week at the start.

He has discovered that there is no substitute for work.

He will write us a letter stating his age and await our invitation for him to call.

DOLL & SMITH

450 Fourth Ave. New York

EXECUTIVE SECRETARY—ONE EXPERIENCED IN HANDLING DETAILS OF DRIVES FOR FUNDS FOR CHARITABLE INSTITUTIONS PREFERRED. FORCEFUL AND ENERGETIC MAN REQUIRED. ADDRESS "T. F. D." ROOM 1203, AEOLIAN HALL, NEW YORK CITY.

New York City manufacturer wants young man about eighteen years of age, who has had experience in either advertising department or agency. Must understand typewriting, filing of cuts, drawings, checking and be efficient in details. Write fully your experience and salary desired. Address, Box 605, Printers' Ink.

MISCELLANEOUS

SPANISH TRANSLATIONS
SPANISH COPYWRITING
R. GONZALEZ

Room 1108 1133 Broadway
Watkins 3330-J

POSITIONS WANTED

Visualizations, Ideas, Layouts, Copy on Spare-Time Basis
prepared to your order by New York big agency copy and art director. Box 597, Printers' Ink.

Advertising solicitor of experience and training (12 years publication work) wishes connection at once with metropolitan newspaper or magazine. Wide agency acquaintance. Box 611, P. I.

HORSE SENSE—HUMANIZED
makes copy "alive." For experienced man in Direct Mail/Campaigns, Catalog Compiling, Sales Ideas, enlist my permanent services, age 29, single. Box 606, P. I.

N. Y. Copy Writer

Skilled agency copy chief for 8 years, now free lance, will serve manufacturer or agency. Box 608, Printers' Ink.

Figure Artist and Art Director of 13 years' experience, just opening studio, is receptive to part time offer, Chicago only—or can take on a few extra art accounts. Address, C. V. Rex, 549 W. Washington St., Chicago, Ill.

Fresh copy slants!

Agencies and advertisers! Is your copy getting stale? I renew, rebuild, revitalize threadbare advertising. Moderate free-lance charges. Box 601, P. I.

Advertising man is seeking position as advertising manager or assistant to some live executive. Ideas and experience. He knows merchandising. Writes exceptional copy. His ability has kept him ever on the upward trend. Prefers position with some national advertiser. Worth interviewing. Box 627, Printers' Ink.

I Want a Manufacturer

who needs good direct mail material and original publication advertising to write to Box 615, Printers' Ink.

I WANT A PITTSBURGH JOB—manufacturer or agency. I can plan advertising, write copy, buy printing and engravings. For interview write Box 614, Printers' Ink.

YOUNG COLLEGE STUDENT—thoroughly trained in the principles of advertising—wants a chance to show his worth to an agency or an advertising manager. Box 630, Printers' Ink.

YOUNG LADY, 25, now editor of trade paper and organization paper for big concern, desires to change location. University graduate with three years' experience. Box 598, Printers' Ink.

Production Man—practical printer, thorough in layouts and proofreading, knowing paper and engineering market—wishes to connect with progressive Advertising Agency. Highest references will be submitted at interview. Box 631, P. I.

All-around, practical agency man; 10 years' experience every phase of business, copy writing, planning, soliciting and contact work; can bring along substantial national business. A-1 recommendations. Box 619, Printers' Ink.

ADVERTISING ARTIST

Young lady—clever and versatile, with 5 years' practical experience, doing work for national advertisers—would be interested in proposition that can offer a future (New York only). Box 629, P. I.

ADVERTISING MAN

Eight years' experience in all forms of advertising have fitted me for a broader opportunity. My work has taken me through a varied line of duty, publication, free lance, adv. mgr. agency included. Thoroughly versed in all mechanical requirements, art, printing, engraving and costs thereof. Unusual merchandising experience with particular reference to Direct Mail. A writer of sound copy, house organs and other forms of selling, regardless of media. Age 29, Christian, married. Open for immediate connection. Box 622, P. I.

Perhaps You Need Me

A comment upon one of my sales letters:

"The letter was so original and handled the difficult problem of the guarantee so tactfully and well that I took the liberty of reading it before the Club of Advertising Women, of which I am a member. The subject of the evening was 'Selling Letters' and that letter was a splendid example."

On my advertising ability:

"We want to compliment you on the speed with which you turned out this work for us. And the entire appearance of the advertisement, together with the wording of the copy, was such that we feel sure it brought business to our dealer."

Age 25; a college man. A clear thinker; a hard and loyal worker. Ambitious for connection where I can learn and grow in any city West of the Mississippi. Available January 15. Write for samples of work and recommendations. Box 628, Printers' Ink.

SALES MANAGER or Assistant in large selling organization. Fifteen years' experience in food stuffs. Capable of meeting large buyers. Available at once. Highest references. Box 603, Printers' Ink.

Advertising Salesman—Long experience; managerial ability; successful, clean record; familiar general magazine, class, trade, and export fields; wide acquaintance advertisers, agencies New York and Eastern territory; available for established publisher; best references. Box 616, Printers' Ink.

PHILADELPHIA COPY WRITER. Years of agency experience; copy, research, investigation, client-contact and service. Especially familiar with mechanical and agricultural lines. Open for employment, or might represent distant agency or manufacturer desiring dependable local service. Box 596, P. I.

Production Man

Practical, thorough knowledge of art work, engraving, printing processes, typography and estimating. Six years of agency and mail order experience. Address Box 624, Printers' Ink.

ASSISTANT to big broad-minded sales-advertising executive. Varied advertising experience, house organ editor and star salesman. Real live wire and productive personality. Employed by prominent concern. University trained. Traveled. Age 27, salary \$60 and worth every nickel. Take charge department or small growing concern. Box 613, Printers' Ink.

To get business

A young man of character, personality and real ability—many valuable connections, a knowledge of advertising methods—a worker and a producer desires a connection as solicitor and contact man, with a high-grade advertising agency. Must have drawing account of at least \$40 per week. Address, Box 617, Printers' Ink.

LAST YEAR I PRODUCED IN EXCESS OF \$1,000,000 CASH BUSINESS I know the selling end of Proprietary medicine, flavoring extract, spices and toilet articles, etc., business. Have laid out and successfully executed direct selling campaigns. Controlled branch managers. Edited house organ. Supervised correspondents. Familiar with all phases of selling direct through agents. University graduate, thirty-two years old. Can start immediately. **CASH IN ON MY EXPERIENCE.** Box 610, Printers' Ink, Chicago Office.

AN OPPORTUNITY For Some Retail Store!

Young advertising man, 32, sound writer, dept. store experience; dept. store aspirations; knows newspaper and direct-mail, type and layouts; knows merchandise; familiar with business ethics, and sold on the idea that business is good when the copy is good! . . . New York City, or in immediate vicinity, preferred Box 621, Printers' Ink.

WE CONNECT THE WIRES

SUCCESSFUL ADVERTISING MANAGER of three large newspapers (business manager of two) may be secured for executive position in the \$10,000 class. Our client's connections have been with dailies of 50,000 to 150,000 circulation. Now drawing big salary, earning it, and secure. Will take man's-size job to interest our No. 3032.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

Editorial work, full or part time wanted by young woman, thoroughly competent, writing, editing, make-up; experience on well-known magazine; also publicity experience. Unquestioned references. Box 625, Printers' Ink.

YOUNG MAN, 22, engineering training, photographer, typist, wants to get into advertising firm in New York. Box 620, care Printers' Ink.

PRODUCTION EXECUTIVE, 26, Christian, can be available within sixty days for agency or advertising department position. Thoroughly acquainted with publicity and promotion. Knows printing and publication production from A to Z. Precise, willing and refined. Seeks position with a future, anywhere. Box 609, Printers' Ink.

I Know a Man

- he understands layout
- can make type work
- has good merchandise sense
- and A1 personality

I would be glad to put a good organization in touch with this man. He is 30 years of age.

Box 618, Printers' Ink

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Seeing Is Believing



"Seeing is believing" when Outdoor Advertising tells a picture story to a hundred million pair of eager eyes.

Millions have been captivated by the golden glow of Del Monte Peaches multiplied forty-fold.

—By the ripe-red richness of giant tomatoes, duplicated in the shining brass capped Heinz bottle standing six feet tall beside them.

—By the steaming brown-topped, pink-faced Premium Ham that saw the oven long enough to give forth that appetizing fragrance which, by its picture, you know is there.

—By that satisfying, firm rolled Chesterfield that pokes its head from a nest of nineteen brother smokes.

Our eyes sell us where words fail. So, make the mirror of your product—

OUTDOOR ADVERTISING



*Branches in 49 Cities Operating in and
Representing 9,000 Cities and Towns*

CHICAGO
Harrison, Loomis &
Congress Sts.

NEW YORK
Broadway, Fifth Ave.
at 25th Street

Chas. A. Stevens & Bros. The Chicago Tribune and a \$4,500,000 Deal

CHAS. A. STEVENS & BROS. operate the largest store in the world catering exclusively to women.

A few weeks ago a Tribune man asked this firm what it thought of The Tribune's campaign on the subject: "Business is as good as we make it."

"Wait until December first," said Elmer Stevens. "By that time we will have done something to prove to you what we think of business prospects in Chicago."

Waiting was rewarded by the Thanksgiving day announcement that Chas. A. Stevens & Bros. had purchased for \$4,500,000 the Columbus Memorial and Venetian buildings in order to be able to double the size of the present store.

Here are merchants who act on the conviction that they can win from the future at least one hundred per cent more business than they now enjoy.

The merchant or manufacturer ambitious for increased volume in this market must, therefore, be deeply interested in the advertising policies adopted by Chas. A. Stevens & Bros. to build the biggest business of its kind in the world.

The basis of Stevens' sales development is newspaper advertising — seven days a week.

In placing this newspaper advertising Stevens believes in concentrating on its best market — not on scattered effort.

Consider these lineage figures:

	1922	11 months 1923
Chicago Tribune	327,207	312,583
Other papers combined	196,296	139,506
Tribune lead	130,911	173,077

The Tribune has for many years carried more of the advertising of Chas. A. Stevens & Bros. than all other mediums combined. At present the proportion, as shown above, is more than two to one in favor of The Tribune against the field.

*Business
is as good
as we make it!*

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Ave.
New York City

Tribune Bldg.
Chicago

Haas Bldg.
Los Angeles

